

WINNIPEG'S

75TH

Birthday

Party

Vi. Simmons
718 Garfield St.
7748989



CONTACTS

JUNE 1949



*"Breathes there the man with soul so dead
Who never to himself hath said
This is my own, my native land . . ."*

"With apologies to Sir Walter Scott," says Diamond Eddie, "let's change that last line to read:

"This is my own, my native city—WINNIPEG! Here is my home, here is my work, here are my friends. Therefore, anything that I can do for the betterment of Winnipeg I will do it freely, proudly!"

"Like all good citizens, each of us Eatonians has a part to play in welcoming visitors to Winnipeg's 75th Birthday Party and Old Home Re-Union during the week of June 5 to 11. When the big celebration is over we want our visitors to leave us so pleased with their experiences that they will return and send their friends as well.

"Among them will be hundreds of our good neighbors from nearby states who have come to know Eaton's as the 'big, friendly store.' Many of them have written back to the Company on other occasions about the sunny smiles, the warmth and sincerity with which they were greeted; about the courtesy and helpfulness extended by our salespeople.

"We can be still more helpful if we possess that vitally important asset—knowledge of our goods. If we can answer intelligently any question—even anticipate a question before it is asked. Let us also be ready to suggest to visitors any other goods in which they may be interested; ready with customs information; ready to answer questions about Winnipeg's geography and places of interest.

"As good hosts we are boosters for Winnipeg and all Canada. Encouraging the Visitor Industry helps to maintain a favorable balance of trade, and helps to maintain prosperity, thus benefitting us all."

CONTACTS' FRONT COVER

"Mr. and Miss Winnipeg" are shown leaving the airport on their 6,000 aerial mile tour of Canadian cities. These young good-will ambassadors are 16-year-old Herbert Bannatyne and his 14-year-old sister, Donna. They were chosen to personalize Winnipeg because they have the most relatives (73) born in our city—relatives whose illustrious names have been given to such Winnipeg streets as Bannatyne, McDermot and Logan.



Greater Winnipeg Today—Portage Avenue Looking West

A city of broad streets and beautifully treed boulevards, with a population of over 315,000. The city's main thoroughfare stretches for many miles and is 120 feet wide. At top left corner you catch a glimpse of Eaton's.

WINNIPEG—The Cross Roads of Canada!

Winnipeg—great central city, cross roads of Canada and commercial metropolis of the west, celebrates its 75th birthday from June 5 to 11. Ere Contacts is published, the broad programs of historical, cultural, sports and entertainment features planned to commemorate this gala occasion will have been finalized. Meanwhile, how well do we know our city, its background, its phenomenal growth and achievement?

The history of our Winnipeg is rich in romance of the frontier, steeped in adventure, untold hardships and heroic death. A story too great to be covered in these pages. But since many visitors will soon be within our gates, let us refresh our minds with a few leading facts about Winnipeg, our city.

History tells us that the first white man to reach the site where Winnipeg now stands was the great explorer, Sieur de la Verandrye. Leaving Montreal in 1731, after years of hardships he arrived at the forks of the Red and Assiniboine. Here he built the first of the forts to exist in the great lone land and called it Fort Rouge.

Winnipeg's Name

The name "Winnipeg" had its origin in the Indian Cree name given to the lake forty miles north, meaning "Win" (muddy) "Nipee" (water).

Population Zooms

When incorporated in November, 1873, Winnipeg boasted a total of 1,869 inhabitants. Today Greater Winnipeg numbers over 315,000 citizens. Thus in a brief span of seventy-five years our city has increased its population some 1,600 per cent!

This phenomenal increase was due to the advent of railway trains from Montreal in July, 1886, and subsequent railway connections which brought a steady stream of travel and trade to the city. Winnipeg thus became known as the "Gateway to the West."

Winnipeg's Great Power Potentialities

A glorious chain of lakes, rivers and waterfalls northeast of the city makes Winnipeg the centre of one of the great waterways in Canada. Moreover, Winnipeg has the cheapest electric power of any city in America.

Our city has over 1,200 industrial establishments, including the largest abattoirs in Western Canada.

Winnipeg is the largest grain centre on the American continent. It has also the most extensive one-company railroad trackage in the Dominion. It is the distributing centre to all points of the compass.

310 Portage Avenue

Winnipeg is the home of over 8,500 Eatonians, and the big store at 310 Portage Avenue has been an integral part of the city for forty-four years.

"The Friendly City"

Finally, Winnipeg has earned the name of "The Friendly City," a city of homes and industry; of fine schools and churches; of wide and well-paved thoroughfares; of beautifully treed residential streets, boulevards, parks and golf courses.

A city to be proud of—a city to know about!



Calgary Does Them Proud!

When "Mr. and Miss Winnipeg" (as personalized by Donna and Herbert Bannatyne) dropped out of the skies at Calgary during their 6,000-mile air tour of Canada, Calgarians took them to their hearts. After the city had presented them with white cowboy hats the Junior Executive and Junior Council went into action. The picture shows Winnipeg's young ambassadors being presented with silk cowboy shirts and neckerchiefs.

Miss Jean Hinds who accompanied Herb and Donna, was also included in the presentation as well as receiving a cowboy hat from the Eaton group. Len Tedham (left), of the Junior executive, made the presentation to Herbert, while Judy Benfield (right), presented the cowboy regalia to Donna and Miss Hinds.



Manitoba's First Opposition

These sturdy, bewhiskered pioneers were members of the opposition in the Norquay government—Manitoba's first parliament. At left in back row is the Hon. John Sutherland who holds in his hand the school bill he presented.

Also recognized in the picture are H. G. B. Hayes and Dr. Bird.

Incidentally, the parliament was held in a room of A. G. B. Bannatyne's home on the river bank.



Main Street, 1876—
Red River Cart Days



All Dressed-Up and Going Places!

Here we see the Winnipeg representatives decked out in those cowboy glamour togs. At right, Mr. Gordon Hargreaves, merchandise manager of Calgary store, and at left, Mr. Leishman McNeil, Rotary Club, Calgary, who each get into the act by donning that much discussed Winnipeg birthday bonnet—the Balmoral.



As well as receiving the cowboy duds, the Winniegers were also presented with sateen crests and pins as a gesture from the Calgary "Sateen Club" of which Len Tedham is vice-president. "We were pleased to have some small share in the reception these young people received in Calgary," writes Mr. V. Spurr, director of Eaton's Junior Executive.

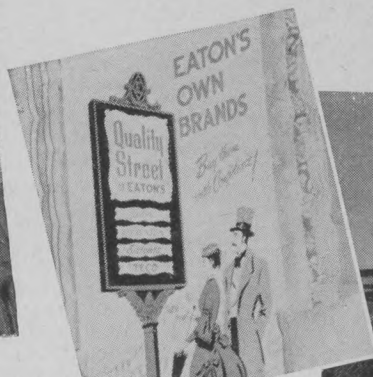
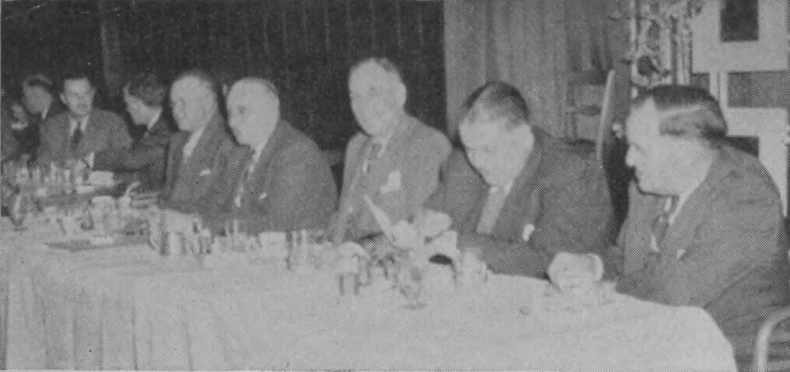
Mr. and Mrs. Hugh Polson

Hugh Polson brought his family to Kildonan in 1815. His wife, Flora Livingstone Polson, was a cousin of the famous missionary, David Livingstone. Polson Avenue of today was the site of the original Polson Farm.

These two small pictures so closely associated with Winnipeg in its pioneer days, were loaned to Contacts by Joe Sutherland (144 department), grandson of the Hon. John Sutherland. Kildonan golf course is the site of the original land granted by Earl Selkirk to Alex Sutherland of whom Joe is a direct descendant.

Portage and Main in
1892—the Horse
Car Era





Top Row—Left: Head table, Messrs. J. W. Moss, C. M. Livingstone, W. G. Thomson (supervisor), D. S. McKellar (merchandise office, home furnishings group), Morley Wellband (merchandise office, representative of home furnishings group, Vancouver), W. G. B. Dailley (staff superintendent). Right: Mr. W. Mueller (David Kennedy Co., New York).
Lower Row—Left: Among those present. Right: Mr. S. R. Robertson discusses Eaton branded lines.

Home Furnishings Groups Gather

Over 60 men from the home furnishings departments in Winnipeg and western stores gathered in the grill room after store closing on April 21, for a dinner followed by a talk on Eaton branded lines by Mr. S. R. Robertson, supervisor bedding.

Confronted with a fisherman in a canoe, the surprised salesmen were informed by Mr. Robertson that the sale of Eaton products was no "fish story," but rather, that the salesmen would be catering to the customer if they sold the proper merchandise.

Such originality and skill in manipulating his inspiring address made Mr. Robertson a popular speaker with his listeners.

One of the guests, Mr. W. Mueller, from the David Kennedy Company (makers of "Kentile"), New York, gave a short, but highly interesting talk on the laying of Kentile. His remarks were illustrated with slides.

It was both an informative and interesting evening for all present.

RECENT APPOINTMENTS

Winnipeg

Department W252—China and glassware, decorative flowers: MR. R. J. McLEAN, assistant.

Wages Office—Eaton retirement annuity plan:
MR. D. W. NEELANDS, supervisor.
MR. A. E. HUGHES, head of department.

Department W428—Men's hats, caps and furs:
MR. C. W. DONNELLY, assistant.

Department W641—Juniors' dresses, suits and coats:
MISS N. OLSEN, assistant.

Department W1764—Photographic:
MR. E. W. MOREY, head of department.

Saskatoon

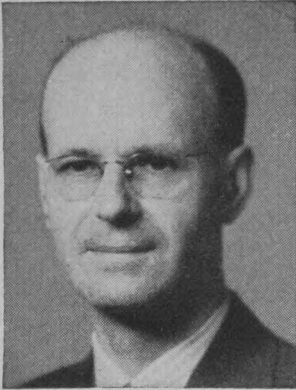
Department S1078—Contracts:
MR. H. FENTON, contract salesman.

Department S270—Furniture, beds, springs, mattresses:
MR. T. PROUDFOOT, assistant.

Department S272—Carpets, rugs, linoleums and oriental rugs:
MR. W. PHIPPS, signature.

W. J. (Bill) McKerchar Heads Assistants' Association

Membership Also Honors Harry Greenwood



Mr. W. J. McKerchar
President-elect

William J. (Bill) McKerchar, assistant drug department, was elected president of the Eaton Assistants' Association during the annual meeting held in the grill room on Thursday evening, April 21. Retiring President George Murray was chairman.

"If you want anything done you go to a busy man," said Mr. A. D. MacDonell, supervisor of staff and welfare, as well as guide and counsellor of the Assistants' Association over the years. He stressed the development of our sponsors movement which had been a vital factor in the success of the Assistants' organization. Mr. MacDonell then brought forward two new projects which President Murray promised would be discussed in committee.

Secretary Ron Parker reported the spring dance, sponsored by the Assistants, a financial success. President Murray thanked his executive and the membership for their fine support during a year of many activities (and the latter assured George, at least by the warmth of their applause, that it had been a pleasure!)

Executive Committee

The Following Officers Were Elected For 1949-50

President.....Mr. W. J. McKerchar (212)
Vice-President.....Mr. G. S. Houston (173)

Secretary.....(To be elected, September)
Past President.....Mr. G. Murray (44)

COMMITTEE

One-Year Term—Mr. J. Newton (155), Mr. G. Firth (228).

Two-Year Term—Mr. J. Yelland (215), Mr. R. King (209), Mr. J. Donnett (15), Mr. G. Agnew (1747).

Refreshment—Mr. G. Fox (300).

Entertainment—Mr. V. Taylor (201), Mr. H. Price (22).

City Publicity—Mr. W. E. C. Hurlburt (136).

Mail Order Publicity—Mr. I. Thompson (mail order operating).

Songs by Jack Stocks (Eaton talent quest artist) accompanied by Jimmy (spring dance "Beau Brummel") Carson, were greatly enjoyed.

A highlight of the evening was, of course, the presentation to Harry Greenwood, retiring chairman of entertainment who shortly becomes a gentleman of leisure. Lauding Harry's long career of 39 years with Eaton's and the splendid job he had done for the Association, President Murray presented Mr. Greenwood with a lawn cart from the membership.

A suspicion of a tear came into Harry's eye but was brushed aside as the boys gave him three deafening cheers and a tiger!



Not Hard To Take!

Under the Greenwood tree the rajah will soon be taking his ease. His attendants here are, left to right, George Murray, Elmer Freeman, Stan Houston, Alex Barry and Ron Parker.

Five



Councillors Present Style Parade

Fashion-wise teen-agers, their parents and friends, gathered in the grill room on Saturday, April 30, to witness "A Spring Parade of Fashions" as presented by the Junior Council VIII.

The Councillors, outfitted in stylish wardrobes of their own choice, modelled to the rhythm of Harold Green's orchestra.

Number one on the list of the teen-agers' outfits is the smartly styled suit, color ranging from bright red to pale beige or grey. Both box and fitted styles were presented with the ease and grace of professional models. (Continued on Page Eight)

DESCRIPTION OF PICTURES

Top Left—Joan Russell (General Wolfe) models a bright red box-styled suit. Don Lucyk (Daniel MacIntyre) is Joan's escort.

Second Row—Left: Irene Friesen (Daniel Mac) wears a softly tailored beige-white suit. Right: Louise Graham (Chapman School) shows a lovely lime and navy outfit.

Third Row—Centre: Jocelyn Robb (Riverbend) shows a navy and white checked gingham dress with many smart fashion details. Right: Virginia Yurkewich (Daniel Mac) wears a blue gabardine suit with a Peter Pan collar and a cut-away rounded front.

Above—Pat Thompson (Kelvin) chose a rose crepe dress with a high round collar. Pat is escorted by Bill Brisbane, junior executive from Kelvin.

Lower Row—Left: Bernice Charman (Norwood Collegiate) and Roberta Clark (Glenlawn Collegiate) are anxious for rain in their two smart raincoats. Centre: Pat Thompson is all set for a game of tennis in her white sharkskin shorts outfit. Right: Donna Plant (Kelvin) models a lovely diagonal brown and beige tweed.





Top Row—Left: The young modellers are seen at the close of the show. Centre: Lois McKerchar and little Marilyn Ross show the latest fashion in children's slacks. Right: Lois McKerchar models a skirt and blouse outfit.

Second Row—Left: "Sunny" Walter looks sweet and demure in her lovely little party frock. Centre: Marilyn Ross and Noreen Wicks walk hand in hand wearing smart "sister" dresses.

Lower Row—Left: An engrossed spectator. Centre: Brian Hinds wears a cowboy outfit. Right: Florence Engless and Harvey Botting model the latest in "rodeo" outfits.

Spring and Summer... *Fashions for Young Canada*

Presented with Commentary by Hazel Cooper

Eaton's, the Store for Young Canada, played host to many young Winnipeggers and their mothers during the week of Easter holidays.

Tea hour in the grill room that particular week, was an hour of fun and fashion. Gingerbread men were gaily dancing in the tummies of many youngsters as they watched a colorful array of youthful fashions modelled by Young Canada.

The lilting musical background was very tunefully rendered by the Marsh Phimister Quartette. Miss Hazel Cooper, of the juvenile department, was commentator.

As in previous tots-to-teens fashion shows, the pre-school cherubs won all hearts, as they sauntered down the runway, knowing little and caring less about fashion, but thoroughly enjoying being admired by the many spectators surrounding them.

The entire show from start to finish was scintillating and exciting. We might even say it was adventurous, as there were cowboys. Yes, they were totin' guns and wearing rodeo suits that were complete in every detail of western styling. These outfits worn by the young, stalwart models were chosen from the "Cowboy Corral" on the fifth floor.

For Play Days Ahead—Soon the kindergarten and school children will be tucking away their pencils and paints and replacing them with sand pails and shovels. One realized this, as our models dashed about the grill room in play suits, short

(Continued on Page Eight)

Industrial Nurses are Guests of Eaton's

A vivid description of her experiences while selecting immigrants to come to Canada was given by Mrs. Ethel Genkind, as guest speaker at a dinner given by The T. Eaton Company to the Winnipeg Industrial Nurses' Association on Tuesday evening, April 26, in the vice-regal suite, Royal Alexandra Hotel. Mr. W. G. B. Dailley was chairman.

Welcoming the guests on behalf of the Company, Mr. A. D. MacDonald pointed out the development of staff welfare work among large organizations during the past twenty years. He stressed the important part the nurses played in maintaining a high standard of health among the staffs of these firms and the contribution they made to employee well-being.

In her address, Mrs. Genkind told of the work she had done in Italy, Germany and France while serving for several years with U.N.R.A.

Miss Josephine Debrincat, Industrial Nurses consultant, thanked the Company for their hospitality. She also paid tribute to Mrs. R. Drover of Eaton's, who, said the speaker, was dean of Industrial Nurses in length of service.

Other guests included Miss Isabel McDiarmid, social service department, general hospital; Dr. and Mrs. W. MacKenzie and Mr. R. J. Fry.

Entertainment was provided by Norman Howarth who gave realistic imitations of Gracie Fields.

FASHIONS FOR YOUNG CANADA

(Continued from Page Seven)

trousers, summer jerseys and slack outfits. Girls and boys alike looked rarin' to go in these gay and colorful ensembles.

Then came the coats and suits. Little ladies looking almost grown up in coats that are fashioned to resemble those of mothers'.

A birthday cake with frothy pink icing is exactly what the organdy and broadcloth toddler dresses reminded us of. Dressed in their Sunday bests, the lovable little models made our hearts skip a beat as they presented the latest in dress fashions for toddlers and the school-age girls.

Little gentlemen modelled the fashion leading styles in coats and tailored suits, many of which were imported from England. The wee fellow will again wear that ever-popular, tubbable linen and broadcloth suit come summer.

The Junior Hi Crowd set a racey fashion pace in their fashionable suits, some that featured loose, boxy jackets over straight skirts with fly fronts. The coats were full with interesting back detail, as well as the new fitted and belted styles.

Corded piques, bright chambrays and pastel broadcloths were the favorite materials in summer dresses for the younger set. From New York came many of the outstanding date dresses. Cottons will go everywhere this summer—to school, to play, and even on that all-important date with the one and only.

The teener who selects a cotton dress from the Junior Hi dress shop will be sure to rate tops on any fashion list.

The young men's top coats, sports jackets and trousers were highlights from the young men's style shop on the fifth floor. Suits and sports jackets were made of worsted, flannels and tweeds. Top coats were of gabardine. Trousers were tailored from many lightweight materials. Brightly striped jerseys were favorites among the young men as well as pastel sport shirts, all of which came from the boys' furnishings department.

Eight

These charming outfits for tots to teens would have been incomplete had they not been finished by the accessories selected from the juvenile shoe department, the children's millinery and the children's glove and hosiery departments.

Eaton's, the store for young Canada, can outfit the tots to teens, from tip to toe, in ensembles chosen from the various shops on the fifth floor. This was evident as the style show was brought to a close with an impressive finale of fashions for spring and summer, 1949.

COUNCILLORS PRESENT STYLE PARADE

(Continued from Page Six)

Both slim and full skirts were shown in the party and casual dresses; sportswear was bright and comfortable. The "Parade" indicated that the Councillors were "pretty and poised ladies of spring," and their wardrobes showed they were all style-conscious. Miss Edna Middleton, advisor to the Council, was commentator.

Cokes and cookies were provided for the audience, and small sample bottles of cologne were presented to each person present.



"'Twas Ten, Twenty, Thirty, Forty Years Ago"

JAMES H. EGERTON

Mr. James Henry Egerton, assistant, mail order linens, staples and bedding, celebrated his 40th anniversary with the Company April 22.

Standing beside his gaily decorated desk, Jimmy, as he is popularly known, was presented with a torchiere lamp by Mr. T. H. Hancock, head of department. Mrs. Egerton received a lovely bouquet of roses. Scores of friends came to congratulate the "man of the hour," and thank him for many years of faithful service.



In the evening over forty of the members of the department assembled at the Homestead to honor Mr. and Mrs. Egerton at a dinner party. Mr. T. H. Hancock read a number of telegrams from Mr. Egerton's many friends and associates in eastern and western Canada.

"ORCHIDS"

Scattered throughout this issue of Contacts are letters recently written to the management commending the courtesy and kindness of Eatonians. It is these little acts of courtesy and helpfulness in the daily round that enrich our lives and make this old world worth living in. We are all proud that the big store numbers such a generous proportion of the finer men and women of this generation.

"I should like to 'speak' a word in appreciation of your driver in this district, C. Horsfall. My doing so will be quite unknown to him. He is always so pleasant and so unfailingly courteous that I feel I should be very remiss if I failed to tell you how well he exemplifies Eaton's best traditions."

Pull up a moment, Driver Horsfall, and accept this charming compliment!

BOY SCOUT PROJECT SHOW

A Feature At Eaton's

The Boy Scouts of Greater Winnipeg presented their annual hobby show in the boys' furnishings department on Saturday, April 23.

The projects were made by both individuals and groups and are worthwhile in themselves as well as being valuable in drawing the troops together.

The hobbies were a mirror of the scouts' idea of fun. Models of summer camps were entered, and the various types of outdoor fireplaces cleverly moulded from clay were displayed.

Point du Bois boys were the only out-of-town members present, but they managed to go home with many prize models.

The Scout creed of doing the best of their ability was carried out in their project show. The work entered was carefully and skilfully done and an honor to the troops and individuals whose hard work made the show so successful.

*

Congratulations, boys, it was a fine effort!

Nine





Mr. and Mrs. Haines and daughter, Louise.



Herb receives a gift of flatware from his co-workers, presented by Mr. Dan Galbraith.

HERBERT HAINES

"Good night, your honor!" Over the years many Eatonians have heard that cheery greeting as they stepped out the south Hargrave door homeward bound after a busy day. A broad, friendly grin always accompanies this heart-warming salutation for Herb Haines (head night watchman), like Abou Ben Adam, is "one who loves his fellow man."

On Wednesday, May 11, Herb celebrated his 35th anniversary with the Company. To mark this event, the staff of 132 presented him with a handsome chest of flatware. Mr. Dan Galbraith, department head, on making the presentation, said that Herb had done a mighty good job. He thanked him for his loyalty to the Company and fine spirit of co-operation with the department.

"I've certainly had a pleasant time over the years," responded Herb, "and boy! that gift is sure lovely!"

It being a Wednesday, that afternoon Herb and Mrs. Haines staged a party. Some 75 guests attended bringing flowers for Mrs. Haines and more gifts for their jovial host.

Ontario born, Herb Haines was a blacksmith with Eaton's for five years. Coming home from World War I with a disabled knee, he transferred to his present position. Here's hoping you keep "in the pink," Herb, and the best of luck from your many admirers!

"ORCHIDS"

"For some months now we have been dealing with Mr. V. C. Stilwell, of the radio department. During this time we have received the most courteous service we have ever experienced. This young man may be selling radios but I would say he is selling Eaton's to every customer who is fortunate enough to secure his services."

Nice going, Mr. Stilwell!

* * * *

"I want to thank the girl who replaced my order of two chocolate chickens that were broken, and also for being so kind and understanding. I have never spoken to a nicer girl on the phone. Wishing her the best success."

Take a bow, Edith Course, adjusting bureau!

* * * *

A Panama Court customer phoned the superintendent's office to comment on the service and courtesy she received from sales No. 18 in the staples department on May 12.

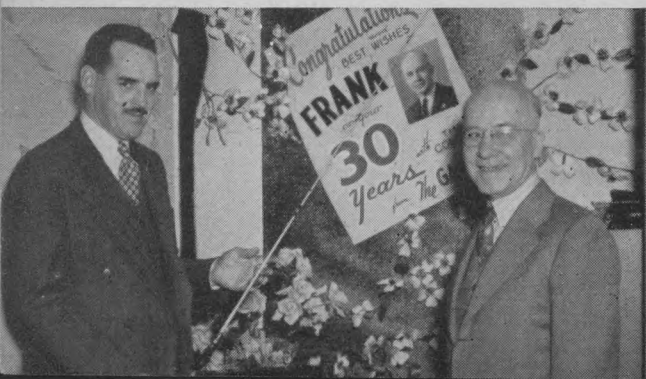
Miss Beryl Barker, this tribute is for you—congratulations!

1919 — Congratulations On Your Thirtieth! — 1949

Those Three Weeks' Holidays Aren't Hard to Take

Lower Left—We'll hear some tall tales from **Frank McGowan** (carpets) now, since that gift of fishing rod and tackle from his associates on April 17. Mr. Jack Patterson, head of department (left), makes the presentation.

Lower Right—**Jimmy McMullen** (engineers) sighs happily as on May 5 he sinks into the armchair presented him by the engineering gang.





Left—Mr. Graham receives the staff's congratulations from Mr. H. B. McGregor. Right—Mr. and Mrs. Graham express their thanks for the delightful surprise.

THIRTY-FIFTH ANNIVERSARY SALUTE FOR C. ROY GRAHAM

Shoe Staff Spring Surprise on the Chief

A caravan of cars bearing the women's shoes staff descended on the home of their supervisor, Mr. C. Roy Graham, on Friday evening, April 22, and sprung a surprise party on the chief in honor of his 35th anniversary with the Company.

As the party crowded into his home, the unsuspecting Mr. Graham met them in house-jacket and slippers. Breaking into a broad grin, he uttered two words: "Holy Moses!" Down they went to the spacious rumpus room and here Mr. Graham was presented with a Parker 51 pen and pencil set, while Mrs. Graham received a bouquet of gorgeous red roses as her share in the honors. The presentation was made by that veteran Eatonian, Mr. H. B. McGregor, head of department, women's shoes, mail order, on behalf of those present. Refreshments were then served, followed by a real old-fashioned get-together of laughter and song. Fred Lambert added sparkle with novelty numbers on the harmonica.

"Self praise is no recommendation," nevertheless the shoe crowd declare: "Such a wonderful time was enjoyed by all that the staff doubts if the rumpus room at 184 Westgate ever held a more enthusiastic gang of good fellows and lovely gals"—truly all agreed it was the best ever!

The official date of Mr. Graham's 35th anniversary was March 26, but as he was out of town then, festivities had to be postponed. Friends throughout the organization will join in saying, "Congratulations, Mr. Graham, and many happy returns!"

* * * *

1919—Congratulations On Your Thirtieth!—1949

Lower Left—Miss Edna Bolton (notions, mail order) holding the glamour pin presented on April 17 by her co-workers. There were individual gifts as well.

Lower Right—Miss Inez Frankland (city ad) seated at her gaily decked desk on May 5. "Frankie" was tickled pink with her gift of Jensen silver. The girls also stood her to a luncheon. Many old friends dropped around to extend their congratulations.





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



MISS A. M. MACFARLANE

In honor of Miss Anne M. MacFarlane who joined the Quarter-Century Club on April 21, the members of the foodateria and grocery departments presented her with a beautiful wrist watch. Her desk was gaily decked with flowers and streamers suitable for such a happy occasion.

Miss MacFarlane, popularly known as "Marjorie," comes from Douglas, Ontario, near Ottawa. Her sister, Katherine, is a member of the lingerie department here. Miss MacFarlane's favorite hobbies are reading and fancy work. She is a member of Knox United Church and active in the Young Women's Study Club there.

* * * *

GEORGE BLOCKLEY

Amid the roar of trucks and the hustle and bustle of shipping and receiving, Mr. George Blockley (despatch) was welcomed into the Eaton Quarter-Century Club on Thursday morning, April 28.

On behalf of the Company, Mr. J. McClure, first assistant, thanked Mr. Blockley for his faithful service. In honor of the occasion, the new quarter-century member was then presented with a battery radio, a gift from his associates. The presentation was made in the gaily decorated office of Mr. S. Young, head of the department.

Mr. Blockley plans to motor to Minneapolis for his quarter-century holidays with his wife, the former Edith Milton, who, before her marriage was a member of the men's clothing department.

Twelve



PERCY WALLACE CARTER

(Supervisor Children's Shoes)

Percy, as he is known to all his Eaton friends, joined the Company April 28, 1924, starting in the women's shoe department (then known as 220) and under the supervision of Mr. W. F. Locke.

Our hero has seen many changes in the footwear picture, from the era of high button shoes to the "new look" of today. He has moved from shoes to shoes in his 25 years, and his last move from 39 mail order, where he was head of the department, to 239 as supervisor, makes him a number one man with all the good friends he has made to date.

In the business practically all his life, Mr. Carter was born in this land of plenty. Before coming to Winnipeg, he was with the McRae Shoe Co., Campbellton, N.B. Coming west in 1920, he carried on in footwear circles till the bee bit and he moved to Eaton's.

Percy and his charming wife, Winnifred Carter, have two daughters, Sylvia, who by the time Contacts goes to press will be a graduate nurse with honors; while come fall, their other daughter, Maxine, will forsake a career as a business gal to be married.

Percy is very active in church circles and from many reports can sing. Among other activities, he is president of the St. John's Lawn Bowling Club.

In honor of his anniversary, Percy's staff and friends from kindred departments tendered him a complimentary dinner at the Marlborough Hotel. Mr. Ken Sutherland, head of department 39, mail order, presided.

During the evening Mr. Norman Phillips, who recently came from Lethbridge to be Percy's second in command, made the presentation of a gladstone bag to the guest of honor. Mrs. Carter received a lovely bouquet, presented by Isobel Neil.

Bill Hargis, first assistant, was song-master and also directed a fine bill of entertainment, the artists of which starred in our recent Eaton Employees' Talent Quest.

It was a memorable evening and all present join with Percy's many friends in wishing him every happiness. During his next 25 years may he continue to have the same love in his heart for his fellow man that he has shown during the past quarter century.



Just a Couple of "Cut Ups"

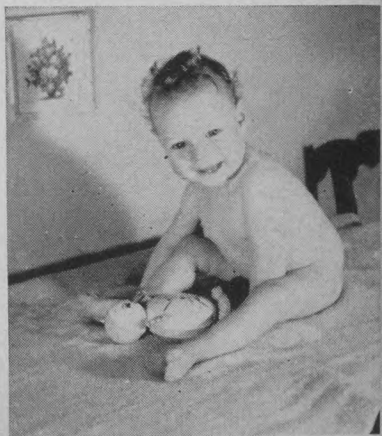
With tongue poked out, four-year-old Doreen Emily (at left) was so studiously occupied cutting out a picture that she didn't know daddy was snapping the shutter. Daughter of Mr. W. McLachlan (1100 department).

At Centre—Nancy Margaret is a real personality gal, even at six months. Daddy is Mr. Fred Wicks, supervisor, millinery department.



Meet The Boss!

At Right—Confidentially this wee cherub, Howard Garfield, is the boss of the family. Eight months young, he's the son and heir of Jack Curle (radio department).





SAMUEL HIVES

Another good Irishman (even if he was born in Scotland) passed through the portals of the Eaton Quarter-Century Club when, on Saturday, May 14, Sam Hives, assistant and right hand man to Mr. Jack Morrison (painters) completed 25 years with the Company.

To honor the occasion the painters' staff foregathered at Sam's house for a social evening. With Sam planning a trip to California in his new car, the paint shop's gift of twin travel cases was a happy thought. Chief Morrison made the presentation, and to Mrs. Hives went a lovely bouquet of roses.

In a department which can boast of so much talent, it is not difficult to entertain and the evening flowed merrily along with reminiscences and song. Highlights were the songs by Jack Morrison and Don Kirkland, the close harmony provided by a quarter-century sextette, Bill Falls, Harry Knox, George Ticehurst, Bill Hall, Steve Zuke and Sam Hives; and above all, the delicious refreshments provided by their hostess, Mrs. Hives.

Sam tells us he was born in Dumbarton, Scotland, and went to school in Glasgow. However, he served with the North Irish Horse in World War I, which helped to improve his Irish accent.

Mrs. and Mrs. Hives have three daughters, Ella, formerly with 104; Margaret, formerly with the stock audit; Edith, a member of 104; and a son, Ken, at school. With a summer cottage at Boundary Park, curling in the winter, and a flock of devoted friends, Sam Hives' leisure is happily occupied. Congratulations and many happy returns!

"ORCHIDS"

"I would like to draw to your attention a little episode I witnessed on River Avenue. A man, who is a semi-invalid and a patient at a nearby nursing home, was attempting to cross the street when the traffic was very congested. An Eaton driver noticed him, hopped to his side and assisted him. Safely across the street, the patient remembered he had a letter to mail, so the driver, smiling cheerfully at him, took the letter, crossed the street and mailed it. These little acts of kindness are deserving of recognition."

This is Driver David Murphy, a wee Scotsman wi' a big heart and an Irish name!

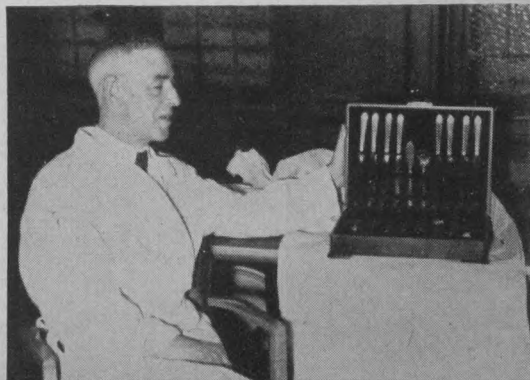
HERBERT CAIE

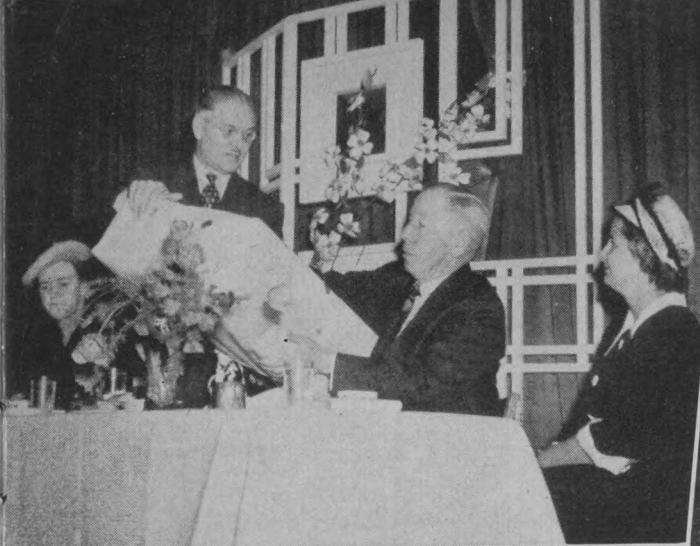
A handsome chest of silver was presented to Mr. Herbert (Bert) Caie, 1100 department, on Thursday afternoon, May 12, in the fifth floor board room. The occasion was Bert's quarter-century anniversary with the Company. Mr. John Laing, supervisor, made the presentation on behalf of the staff. Bert had been "a good friend to the Company," declared Mr. Laing, "always loyal, hard-working and conscientious."

Responding, Bert thanked his associates in a broad Scots accent. It had been a very happy day for him, which started when Mr. McCordick and Mr. G. M. Eaton extended their congratulations. "It has been great working with all of you," said Bert, as his fellow workers crowded around him for a hearty handclasp.

Born in Aberdeen, Herbert Caie worked on coastal steamers in Scotland before coming to Canada. His entire Eaton service has been with 1100, where he is now on the ice cream-making staff. He is past chief of the Sons of Scotland and member of St. Vital Branch, Canadian Legion. Mr. and Mrs. Caie have one son, Jack, with the drug department.

Fourteen





Top Row—Left: Mr. Sails is presented with a parting gift from his staff by Mr. W. Thomson. Right: Mrs. Sails accepts a bouquet of roses presented by Teresa McDougall.



Frank Sails Joins Eatonia "Colony" at Victoria

Head of Budget Plan Office Honored on Retirement



Mr. Frank Sails

The ever-growing colony of Eatonians now enjoying retirement at Victoria welcomed another prominent member early in May when Mr. Frank Sails, former head of department, budget plan, decided to retire to private life and build up his health.

On the eve of his departure, Mr. Sails was honored with a breakfast party by his staff. Presentation of a handsome traveling bag was made to the guest of honor, Mr. W. Thomson acting for the department. A bouquet of roses was then presented to Mrs. Sails by Miss Teresa McDougall.

Responding, Mr. Sails thanked his staff not only for their parting gifts, but also for the support they had given him during his years with the budget plan office.

Teamwork All Important

Asking that the same splendid co-operation be given his successor, Mr. Thomson, the speaker said that no one person could create a successful department. This depended upon each staff member from the youngest boy or girl upwards. Each must consider his or her work important. By faithful performance of duty each contributed his share to the efficiency of the whole. While looking forward to settling at Victoria near to son Robin and family, Mr. Sails would miss his many friends on the Winnipeg staff. Mrs. Sails also expressed a few gracious words of thanks.

A Yorkshireman from Hull, Frank Sails came to Canada in 1910. Before joining Eaton's he was a travelling auditor for the Grand Trunk Pacific Railway. "I knew every hamlet from St. John, N.B. to Edmonton," Mr. Sails told Contacts. "On joining Eaton's this experience gave me a sympathetic understanding of our rural customers' problems." Mr. Sails became an Eatonian in November, 1918, starting with the mail order packing where he rose to assistant. In 1930 he was appointed head of the budget plan office.

Kindly, considerate, he was always ready to listen to the problems of his staff and to impart friendly advice. Thus Frank Sails carries with him the respect and affection of his department. A lover of good music and the drama, he was a regular attendant at the Celebrity Concert Series.

Future plans will keep Mr. Sails busy. A skilled photographer, he's also going to learn how to catch salmon and "have Bill Boorman teach me how to grow flowers." Cheerio, Frank Sails, we wish you good health and all of the best!

Eaton Blood Donors Give With a Smile!

Did you know that from January, 1948, to the present time blood donors from our own ranks have given a total of 300 transfusions to Eaton employees and their immediate families? This voluntary service represents a saving to Eatonians of approximately \$5,000.00! Some of our donors have given as many as 25 to 30 transfusions from the outbreak of World War II until now.

Theirs has been a magnificent contribution! But it is not sufficient—we must build up a reserve supply now before our resources are exhausted. The miracles accomplished by blood transfusion in saving lives threatened by illness, disease and injury are well known. Will you help?

Giving blood is healthful and painless, and donors are only called on once in three months. Each applicant is tested for his blood group. If you are between the ages of 18 to 55 and would like to volunteer, please call at the welfare office, second floor, store. Thank you.

"ORCHIDS"

"On Monday, May 2, I purchased a vacuum cleaner at Eaton's and, upon completing my business, discovered I had left my lunch pail somewhere in the store. After back-tracking and not being able to locate it, I gave it up for lost. However, on the following day I found the missing pail on my door-step. Upon making enquiries, I discovered that the salesman who sold me the vacuum cleaner—a Mr. Rosie—had found the pail in his department and went to all the trouble to get my address from the sales-slip and make a special trip to my place to deliver it. I wish you would convey my sincere appreciation and thanks to Mr. Rosie for the way in which he acted, which was well above his duty as an employee."

A curtain call for Gil Rosie!

Bon Voyage, Mr. Ireland, of Ireland!

100TH CROSSING

The jovial-looking gentleman in centre of picture below is Mr. Maurice Ireland, director of Ireland Bros. Limited, Belfast, manufacturers of household linens, an establishment that dates back to the year 1760. With Mr. Ireland are Mr. Tom Burns, group manager, linens and staples (right) and Mr. Joe Watson, head of department. The picture was shot in Mr. W. H. Hopps' office just before Mr. Ireland left on his return to Belfast. This will be Mr. Ireland's 100th crossing of the Atlantic, and in his honor the steamship company plans to make it a complimentary passage.

He has also crossed the Pacific on a tour of Australia. "I've only been seasick once," declared Mr. Ireland, "and that was when crossing the Irish Sea." (Many of us can say "aye, aye!" Mr. Ireland, when you mention that perverse stretch of water!)

Chairman of the Irish Linen Guild at Belfast, Mr. Ireland is in Canada on Linen Guild business. He also plans to visit the committee in New York which looks after Guild business in the U.S.A.

A pleasant crossing, sir!

Sixteen





It was a happy surprise for Mr. and Mrs. O'Brien (pictured above).



Centre—The whole gang assembles in Bob's living-room.

Right—Presentation of a portable radio from the staff is made to Mr. O'Brien by Mr. R. Williams.



"Good Luck, Good Health and Happiness To a Grand Eatonian!"

Robert (Bob) O'Brien Honored on Retirement

After more than thirty-five years of loyal, highly efficient service to the Company, Mr. Bob O'Brien, head of department, toys and wheel goods, has decided to retire and build up his health.

As a lasting token of remembrance, the staff presented Bob with a handsome portable radio during a surprise party held on Thursday evening, April 19, at the O'Brien residence. Present were the staff of the toy department, store, while Mr. W. Wilson and Mr. F. McKenzie represented the mail order.

Mr. R. E. Stewart, supervisor, spoke of Mr. O'Brien's capacity for hard work, his shining loyalty and efficiency over the years, which had meant so much to the success of the department. Mrs. O'Brien was then presented with a corsage, following a tribute by Mr. Stewart to Bob's good wife who had been, said he, "a wonderful helpmate to her husband. Miss Verna Blaikie made the presentation.

Mr. Fred McKenzie's reminiscences of the old days, rendered in his usual whimsical style, added much merriment to an occasion that was mingled with the regret in losing a fine Eatonian from the active ranks. As head of a department that each year sees his staff zoom from small numbers to some 200 employees for the Christmas season, Mr. O'Brien has encountered and mastered many problems. Hats off to you, Bob! May your years ahead be full of sunshine and good health!

Congratulations To Those Eatonians Who in Maytime Celebrated

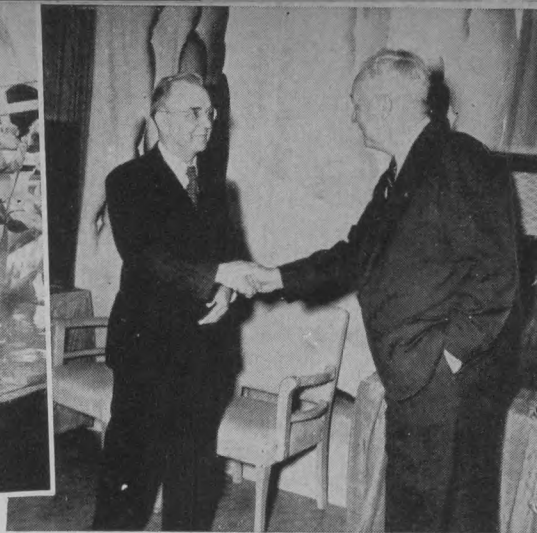
THIRTY YEARS WITH EATON'S

| | |
|--|--------|
| MISS INEZ FRANKLAND (city advertising) | May 5 |
| MR. JAMES McMULLEN (engineers) | May 5 |
| MR. JOSEPH DESROSIERS (men's furnishings) | May 12 |
| MR. WILLIAM McDOWELL (head cashiers, mail order) | May 15 |
| MR. HUGH McFADYEN (freight transport) | May 17 |
| MISS PEARL HARPER (mail order copying) | May 19 |
| MR. ALFRED LANE (printing) | May 20 |
| MR. WILLIAM OSBORNE (grocery packing) | May 20 |
| MISS CHRISTINA MacLENNAN (fancy goods workroom) | May 21 |

| | |
|--|--------|
| MR. JOHN McCONNELL (women's shoes, mail order) | May 23 |
| MISS VERA G. SMITH (mail order copying) | May 23 |
| MR. FRANK JONES (doormen) | May 26 |
| MISS EDNA UNDERWOOD (cashiers) | May 26 |
| MR. JOHN S. VENTON (city despatch) | May 27 |
| MR. T. McKENZIE (caretaking) | May 27 |
| MR. GEORGE ALLAN (first assistant, mail order time office) | May 27 |
| MR. JOHN R. DODD (mail order packing) | May 29 |
| MR. E. LEVEQUE (printing) | May 30 |
| MR. W. GOEBEL (printing) | May 30 |
| MR. CHARLES T. CANEY (hardware) | May 31 |



There's nothing negative about that well-developed smile of Mr. Gould's. The staff's gift of golf clubs stands beside his desk.



Mr. McCordick thanks our chief photographer for a job well and truly done.

HAIL AND FAREWELL...

WILLIAM (Bill) GOULD

Photographer, philosopher and "amateur poet in good standing"—Mr. William Gould, head of the photographic workroom, retired from active business last month after thirty-eight years with the Company. One of the best known and most admired Eatonians in western Canada, Mr. Gould's decision to retire was hailed with much regret.

As a tangible expression of their esteem for Bill, the supervisors of Winnipeg store and mail order presented him with a Viking combination radio. Mr. R. S. McCordick, general manager, on making the presentation, spoke of Mr. Gould's development of the photo workroom from a small beginning nearly four decades ago, to the fine modern plant of today featuring equipment of which we are very proud.

Mr. R. M. Pinfold, assistant general manager, added a tribute to Mr. Gould's friendliness and kindly wit. He then read a poetic tribute to our retiring "poet laureate," whose flair for verse has added so much to the enjoyment of Eaton gatherings over the years.

Responding, Mr. Gould "had to admit that the poem read in his honor was not bad, not bad at all—in fact nearly as good as his own product." Briefly tracing his career, he told of starting the workroom in a pent house 17 feet square—a one-man job in which he did everything from dusting to taking pictures and on to the developing and printing. "It's been a very happy thirty-eight years," said Mr. Gould, expressing his grateful appreciation to the executive and management for the whole-hearted support and encouragement they had always extended him.

Honored By Staff

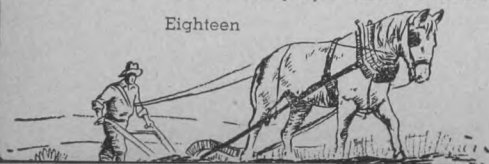
The Graystone Arms was the scene of a farewell dinner party tendered Mr. Gould by his staff on Friday evening, May 6. About sixty were present. Mr. Ernie Morey, successor to Mr. Gould, made an able chairman. Among those attending were Mr. G. P. Blakeman, supervisor, and Mrs. Blakeman, Mr. and Mrs. N. M. Gray, Mr. and Mrs. Herb Green.

Presentation of a set of golf clubs from the photographic staff and friends was made to Mr. Gould "so that his seven grandchildren could caddy for him." Mr. Blakeman traced the guest of honor's career of fifty years in the photography business, or since 14-year-old Bill Gould made a camera from a cigar box—and it worked! He spoke of Mr. Gould's successful management of a difficult and seasonal department; of his popularity throughout the Company's western network; his promi-

ence in cultural activities of our city. Mrs. Gould was then presented with a lovely corsage.

Mr. Gould's reply was spiced with typical wit—"he could see the glint of spring cleaning in Mrs. Gould's eye"—and he expected to be very busy. He paid tribute to his staff, past and present, whose loyalty had meant so much, and "thank you" to the various suppliers for the help always extended to him. Eaton's had been a remarkable Company to work for. "I have nothing but good to say about them."

Others who spoke were Messrs. N. M. Gray, Herb Green (who also read messages from friends and business connections of Mr. Gould's across Canada), Mr. Taylor (Eastman Kodak Co.), and Contacts' editor, a constant "side-kick" and admirer of Bill Gould over the years. Cheerio to another topflight Eatonian as he takes his place in the sun.





Top Row—Left: Mr. and Mrs. Greenwood admiring the gift of cherished records. Right: Another scene in the Greenwood home. Harry and Mrs. Greenwood chat with Ernie Morey, who that day was appointed head of department 1734. Mr. Dailley at right.



Lower Right—Harry thanks the supervisors for their gracious gift. Mr. Dailley at left, and at right our general manager, Mr. R. S. McCordick.



.. TWO OF THE FINEST!

HARRY GREENWOOD

On Saturday, June 4, Mr. Harry Greenwood, assistant, welfare office, a man who has endeared himself to Eatonians because of his keen enthusiasm and constant interest in others, will call it a day. Harry writes "30" after a career with the Company of thirty-eight energetic years—years crowded with outstanding service and usefulness.

The splendid enrolment of our Eaton blood donor group, particularly during the war years, is but one of Harry Greenwood's achievements. The highly organized Eaton Employees' Charitable Fund of which he has been permanent secretary for so many years is another. His tireless efforts in countless other patriotic and charitable causes are also well known.

In recognition of all Harry has done so effectively and cheerfully, he was presented with a Viking combination radio by the supervisors of store and mail order. This was done during a joint ceremony for Messrs. Gould and Greenwood held in the managers' lounge on May 13. Mr. W. G. B. Dailley, staff superintendent, presided, and Mr. R. S. McCordick, general manager, made the presentation.

"I thank you from the bottom of my heart," responded Harry. He was proud to have worked for the Eaton organization and especially proud of the progress made by the Eaton Employees' Charitable Fund over the years.

Associates Spring Surprise Party

On Monday evening, May 16, a cavalcade suddenly appeared on the Greenwood doorstep to the complete surprise and delight of friend Harry. Headed by Mr. W. G. B. Dailley and Mr. A. D. MacDonell, the party comprised members of the staff and welfare, employment, educational and hospital departments.

Then followed one of those thoroughly unscheduled evenings that old friends always enjoy. A highlight was the presentation to Harry of five albums of cherished records—a grand gift for a music lover—presented by Mr. Dailley on behalf of the gathering.

Born at Burton-on-Trent, Staffordshire, as a little fellow Harry Greenwood was solo boy in the private chapel of Lord Burton at Rangmor. Over the years his fine tenor voice has enriched Eaton

gatherings, especially the assistants' association. Harry is also a keen horticulturist and a dog lover, being past president of the Fort Garry Kennel Club.

Thus with many interests, may he continue to enjoy good health in his leisure years ahead . . . such is the wish of Harry's legion of friends!

Surprise No. 2

On Thursday evening, May 26, another group of some twenty-five friends around the store and mail order dropped in on Harry to his complete surprise. On behalf of the delegation, Mr. Dave Murray presented Harry with record albums of favorite vocal numbers and Mrs. Greenwood with a bouquet of roses. Messrs. Frank Cowley and Harold Price presided at the piano while Mr. Jim Scott was maestro in the kitchen.

Nineteen






Quite a Chore—the Trans-Canada Flier!

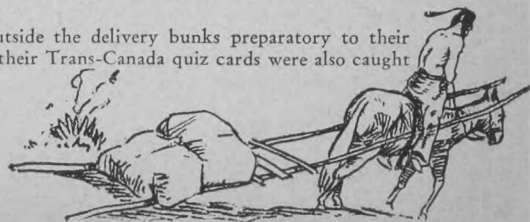
When Mrs. Winnipeg received her copy of the big Trans-Canada Sale flier she was too busy scanning its 24 value-packed pages to wonder much about the great task that went ahead of its production. Little did she realize the months of planning, buying, manufacturing, research; the mountains of merchandise to be shipped, stored and invoiced; the intricacies of art work, layout, advertising, printing, display, etc., ad. inf. However, that's too long a story for our limited space.

Pictured above is the flier delivery squad of one hundred and seventy-three students and teen-agers who are "rarin' to go." They not only get a big kick out of the job but also a nice chunk of spending money. Under the direction of an Eaton delivery inspector and eighteen drivers, these young Winnipeggers delivered 94,000 fliers to city and suburban homes as well as the town of Selkirk. *By the way, 94,000 is a lot of fliers! Just supposing you could lay them all on the ground (when the wind wasn't blowing) their total pages would cover over fifteen hundred acres.*

"The boys did a highly commendable job," delivery supervisor Clayton Tucker told Contacts, adding that "complaints were negligible—a distribution without a single complaint or enquiry is, of course, a Utopian dream." Each boy wears an Eaton blue armband with  in red. On returning, he hands in the badge and receives his pay envelope.

Always "vocal" when it comes to his appreciation of a job well done, Mr. Tucker was highly enthusiastic about the smooth operation of his delivery fleet in handling one of the biggest movements of goods in the department's history. Customers, too, were very co-operative. Realizing what such a great effort demanded, they tempered their enquiries with studied reasoning.

Lower left picture shows placement of bundles of fliers outside the delivery bunks preparatory to their being loaded on the trucks and wagons. Eatonians working on their Trans-Canada quiz cards were also caught by the camera man at the Portage Avenue windows.





Winners of the 1st, 2nd and 3rd Trans-Canada Quiz Prizes Caught by the Camera in Mr. R. S. McCordick's Office After Our General Manager Had Presented the Awards.

Left to right: Mr. R. S. McCordick, Miss Helene Coinner (shopping service), 3rd prize; Mr. G. Andrews (drapery workroom), 2nd prize; and Driver Hugh MacDonald, 1949 quiz champion.

Congratulations, Trans-Canada Quiz Winners

Sharp eyes, a little patience, and "hoss" sense won three Eatonians sizeable chunks of money for their answers to the 1949 Trans-Canada Sale Quiz—prizes that will be a welcome lift to the holiday budget. Thirty-one others won prizes varying from \$20.00 to a five spot. Congratulations, everybody, you gave the judges quite a tussle, but it was a lot of fun and well worth the effort.

Here is the List of Prize-winners

\$100.00—Hugh MacDonald (171). \$75.00—G. Andrews (1767). \$50.00—Helene Coinner (110).

\$20.00—Josephine L. Souve (176), Freda Saunders (3), Mrs. Florence Mulholland (160), Florence Kehoe (107), Zella Fisher (22).

\$10.00—Doris Mann (252), Margaret J. Mitchell (104), R. J. McLean (252), Miss A. Treger (926), Gladys Blagden (252), J. Salmon (130), John McKay (132), Mrs. Doraine E. Fogg (252),

Mrs. Ruby Maire (252), Florence Turnlund (252).

\$5.00—W. S. McClenaghan (176), Miss Emily Gustafson (1760), Eric Moore (132A), F. W. Eades (1760), Mrs. Gladys Burns (252), A. G. Bass (176), Catherine C. Moffat (176), Alma Bulman (1760), Bessie Manson (1745), tie—Thomas Johnston (36) and Myrtle Scott (116).

LUCKY NUMBERS, \$5.00—No. 3587, Dorothy Roberts (105); No. 7407, G. E. Rathwell (122A); No. 4715, Gertrude Thomson (279P); No. 5566, Miss K. Wells (15); No. 7842, Gwendolyne Jones (101).

12 SECONDS IS PAR!

But Many Do It In Less

Little "Annie Average" doesn't fit into the Eaton picture, especially in telephone service. Delays in taking calls annoy our customers, tie up service and distract everyone nearby through prolonged ringing. But, with *teamwork* they are avoidable.

The Eaton standard time for answering is *12 seconds or less*. How do *you* rate? How about *your section*?





Top Left—General view of the "banqueteers."



Top Right—Mr. A. D. MacDonell presents prizes to the divisional winners.

Lower Centre—The Champion "Crackers" receive the handsome trophy from Mr. W. L. Palk.



BOWLERS' CRESCENDO

Over 600 Attend Annual Banquet of Eaton Mixed Five-Pin League

The "Crackers" who banged their way to the Eaton five-pin title were presented with the championship trophy by Mr. W. L. Palk, assistant superintendent, during the annual banquet and wind-up of the league held Saturday evening, May 14, at the Royal Alexandra Hotel. Nearly four hundred Eatonians attended the banquet with another two hundred arriving for the big dance that followed in the Crystal Ballroom.

President "George III" Firth was at the helm. As always it was a brilliant evening—an opportunity to see Eatonians at their best—a time to admire their esprit de corps and friendly, fun-loving behavior; also to realize with pride our Company's far-reaching interest in staff welfare and happiness.

Reviewing the season's activities, President Firth had a number of bouquets to hand out including a hearty thank-you to Mr. P. F. Brigden and the Eaton Life Assurance Company for its generous support; Dave Mackie, peerless secretary, took a bow; Siggie Sigvaldason, treasurer; Bill Hogg (for his unfailing coverage in the press) and other executive members. President George also thanked Les Gibson, Gibson's Bowladrome, for his splendid co-operation.

Divisional winners received their prizes from Mr. A. D. MacDonell, while Mr. Jim Johnston proudly presented prizes to the mail order "Winsomes."

A statuette was presented to Bill Liver as leading bowler with highest individual averages over a five-year period. Mr. Les Gibson made the presentation. It was a popular win and Bill received a big hand.

A delightful interlude was the singing of Myfanwy Evans, accompanied by Tom Laidlaw (that is after we found her. "Muffy" went to the wrong bowling banquet by mistake.).

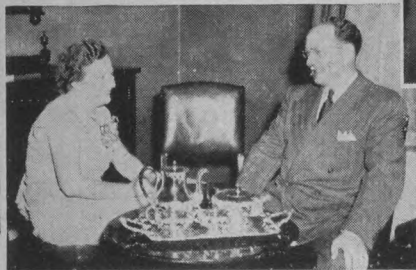
Silver Tea Set For "George III"

Past President George Robinson took hold at his period and announced that the league's new president would be "George IV" Murray. The genial Mr. Murray also got a big hand from his many admirers.

Mr. Robinson then spoke of President Firth's great contribution to the league (it's doubtful if we'll ever have a better president") and, on behalf of the bowlers, presented Mr. and Mrs. Firth with the beautiful silver tea service you see pictured here. For once President George was nearly flabbergasted but managed a typical Firthian thank you.

Dancing to Irvin Plumm's top bracket band completed a grand evening, one whose every detail was worked out so charmingly—even to the unique place cards of bowling ball and pin! Congratulations, bowlers!





Top Row—Left: Bill Liver, presented with a statuette for high individual scores. Centre: "Winsomes" get a winning smile and prizes as well, presented by Mr. Jim Johnston.

Lower Row—Left: Mr. and Mrs. Firth will soon be pouring tea for their many friends from that lovely silver teaset.

Right: President "George III" Firth is eulogized by Past President "George II" Robinson.

A Despatch From Port Arthur Says:

Curwain's Rink Wins Eaton Curling Championship!

The second year of Eaton's curling season at Port Arthur was a big success with eight teams comprising the league. Ed Curwain defeated Bert McDowell in a sudden death play-off game.

A grand wind-up for all members took place in the club rooms on April 12. Mr. J. A. Snowden, who donated a new curling trophy for annual competition, presented it to the winning rink: E. Curwain, skip; B. Clarkson, third; B. Welford, second; J. McNeill, lead.



The Snowden Trophy and Its Winners

Left to right: Bill Clarkson, 3rd; John McNeill, lead; Ed Curwain, skip; Bob Welford, 2nd.

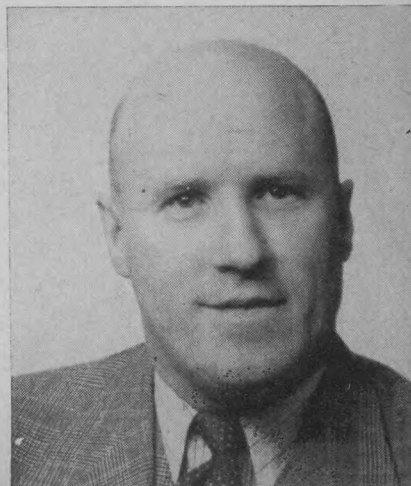
WILLIAM D. STEWART

It was Bill Stewart's hard luck to be in hospital recuperating from an operation when his quarter century rolled around on April 23—but to his delight, a delegation headed by Mr. C. A. Campbell, supervisor, and J. G. Johnson, head of department, arrived at Mr. Stewart's bedside to greet him just the same.

Here, on behalf of the hosiery mail order staff, Mr. Campbell presented Bill with a mantel radio. As her share in the honors, Mrs. Stewart (the former Katherine Byrne, cashiers) was presented with a lovely bouquet.

A Glasgow Scotsman by birth, William Dyce Stewart spent the first four and a half years of his Eaton service with footwear and heavy hardware and the remainder with the hosiery. An all-round sportsman, Bill is on the executive of the big Eaton Five-Pin Bowling League. He bowls in the senior men's league and is also a baseball and fishing fan.

We all miss you and hope you'll soon be on your feet again, fella!



For Description of Pictures, See Facing Page



CRACKERS WIN BOWLING CROWN!

Divisional Winners Pictured on Facing Page

Top Row—Left: CRACKERS (grand champions), Marie Thomas, Mrs. A. Surbey, Bertha Selner, Bill Robertson, A. McDonald. Right: VIKINGS (Division 8 champs), C. McKenzie, Dorothea Hardiman, Edith Yates, Ed Olien, Jim Carson.

Second Row—Left: EAGLES (Division 3 champs), Ethel Hewitt, Les Povey, Jean Epps, Bob Stacey, Gertrude Chatten. Right: PAT'S PUNCHERS (Division 2 champs), Betty Sim, Peggy McMillan, Elva Campbell, Pat Fellows, Jack Carnegie.

Third Row—Left: WINSOMES (Division 1 champs), Win. Leach, Mary Bodrug, May Alderdyce, Jack Day, R. Leveque. Right: SPLIT ATOMS (Division 5 champs), Mrs. S. Heisler, Margaret Bassey, Anne Ellis, Blaine Buckboro, Hugh Duvyejovck. Missing from picture, Mrs. E. McFadyen.

Fourth Row—Left: ADMIRALS (Division 9 champs), May Douglas, Betty Nicol, Margaret Falconer, H. Kelly, Joe Chapman.

Lower Row—Left: RAIDERS (Division 6 champs), Agnes Brown, Dolly Penegapka, Stella Shogda, Jim Thorpe, Joe Green. Right: JEEPS (Division 7 champs), Jack Blythe, Doris Slack, Ted Barnes, Mrs. Olive Orchison, Mrs. Jean Kerr.

HUGH CALDWELL'S TEAM WINS

"57" Bowling League

Composed mostly of gals and guys from the statistical, expense, merchandise and kindred offices, the "57" Bowling League wound up another highly enjoyable season with a dinner held at the Edgewater Gardens, under the able chairmanship of President Les Croft.

Following dinner, prizes were presented by Mr. Croft to Hughie Caldwell's champion team, which comprised Elaine McKay, Mary McGroarty, Mrs. May Frend and Jean Johnson. Runners-up were captained by Bud Curtis with Mrs. Dorothy Thomson, Lorraine McCombe, Helen Schram, Vera McCaw and Berenice Coates.

Dancing to the Wurlitzer rounded out another grand evening among old friends,

"ORCHIDS"

"I wish to express my thanks to The T. Eaton Company for the great deal of trouble they took to repair our electric clock. It had been a gift to us, bought just before the war, but had never worked properly. Last winter your Company sent the clock to the factory and, as it was returned unrepared, they then sent it to another company in Toronto, and it is now working well. (I'm keeping my fingers crossed!)"

"Would you kindly convey our appreciation to Mr. M. Donaldson, in the clock department, who showed us the greatest courtesy and consideration in regard to this matter. No trouble or expense was spared to get the proper adjustments made. He also kept me posted on developments by frequent telephone calls."

A large bouquet to Mal Donaldson and the entire cast!

* * * *

A railroad agent in Saskatchewan writes to our mail order cashiers:

"Just a note to thank you for the prompt attention you and your staff gave my wire, re my error in over remitting \$20.00. You can be assured that my esteem for your Company is much greater for your honest and courteous action in helping me adjust my error."

Charles Mylchreest Calls It a Day

Charles Mylchreest, after 37 years with the drug filling room, is retiring to enjoy a well deserved rest.

At a reception on April 30, Mr. G. P. Blakeman, supervisor of the department, presented Charlie, as he is affectionately called, with a lovely travelling bag, and thanked him for his long loyal service. Mr. N. M. Gray, head of the department, added his good wishes.

The staff of the drug filling room will miss Charlie's smiling face and his constant willingness to help any who might seek his aid. Best of luck to you, Charlie, and don't forget to come and see us some time!



BATTER UP!

It looks like a grand season for the Eaton Softball League. As a result of a suggestion by our superintendent, Mr. W. B. Pickard, membership has rapidly increased. With Contacts hitting its deadline, some 200 Eatonians are eagerly awaiting the opening games which are scheduled for Friday, May 27, on the old "sand lot" at Sargent Park.

Mr. W. L. Palk, our assistant superintendent, will pitch the first ball. Come on out, fans, and root for your favorites!



Walter Scott
President, Eaton Softball
League

D.A. OFFICE CHATTER—By Ev. Landsley

Norma Harrison looked positively radiant the morning of April 29, when she came in wearing a beautiful diamond presented to her by Jean Vadeboncoeur. It ought to keep her head spinning until the "big day."

Mary Browne must have given the right answer to the right man when the big question was asked, because her third finger, left hand, is a vision to behold. The lucky fella is Lawrence Swanson, and the lucky day was April 19. Our very best wishes are extended to both our girls and their future husbands.

Vicki Romaniuk and Betty Thomas spent a few days in hospital undergoing a tonsilectomy. The ice cream business will be booming this month, thanks to them. They are both reported doing nicely and we hope they will be back real soon.

We are glad to have Rose Borkowski back with us after her recent illness.

Mrs. Jean Valentine is off on a holiday that we all think would be our dreams come true—down through the States to Florida and back. Just imagine swimming in the Gulf of Mexico!

"ORCHIDS"

Through the efficiency and pleasing manner of Miss Joyce McIntosh of the sportswear, Eaton's gained a customer and a booster.

Miss McIntosh was recently approached by a visitor from New York who wanted to buy a sweater to take home. She sold him a good one and helped him with size and color in a most effective manner. He then asked about the location of one of the Air Line offices. Miss McIntosh didn't know, but she promptly found out. Meanwhile the New Yorker remembered his Scotch ancestry and thought he would like a skirt in the MacLean plaid. We didn't have the particular tartan, which was the only one he wanted, so this alert, obliging Eatonian told him of a store in the city where she had also seen a supply of tartan skirts, suggesting that they might have his plaid. (He was leaving town that night so it was impossible to order one for him.) The visitor was much impressed by the efficiency of Eaton's, Winnipeg, as typified by Miss McIntosh.

Assistants Wind-Up with Golf Tourney!

What's your preference when it comes to a Wednesday afternoon half holiday? Hen-pecked martyrs may say "cleaning the cellar, painting the kitchen or cutting the grass." Braver spirits may simply snooze by the radio. But for our money we'll take nine holes of golf over the rolling countryside at Elmhurst, followed by a steak dinner and a social evening. Such was the program of the Assistants' Association for their annual wind-up. Despite strong gusts of raw northwest wind, 146 turned out for this epic afternoon.

Among the guests were the following Eatonians from western points: Messrs. Dutton and Hegan, Edmonton; Pyke and Cooper, Saskatoon (what's this about the flag, Mr. Pyke?); McFetridge, Prince Albert; Huston, Red Deer; Wright and Holt, Port Arthur; Simpson, Guelph, Ont.; Sinclair, Calgary; Soady, Lethbridge; Sinclair, Medicine Hat; Sutherland, Brandon; Valentine, Regina; South, Moose Jaw.

President George Murray welcomed the guests. He thanked Mr. Bill Bickell, Elmhurst's genial president, for extending the facilities of the club.

A number of gag prizes went to "outstanding" players, as well as golf balls for various events. Frank Frampton, who lost his ball in a tree, received a hatchet. Jack McCay, with highest score, won a book of golf rules. Harold Braun, who dug the most divots, was rewarded with two pounds of grass seed. Phil Odell, as "best dressed golfer," won a hand mirror. Elmer Freeman won a measuring cup, and Tom Ritchie a small hammock for special events. Les Croft took home a "shmo." Bill Hurlburt a set of miniature golf clubs for pulling the most posh looking caddy cart loaded with four clubs. (Thanks for the loan, Joe Palmer!) Many others took home a souvenir of this exhilarating Wednesday afternoon which wrote "30" to another assistants' year.

Something We Picked Up and We Think it Is Really Good

"Thou shalt be present, punctual, patient, pleasant, progressive, positive, prepared, productive, peppy and practical."—Col. Geo. Walter Peacock.
(Thank you, Mr. John Dunlop!)



Top Row—Left: Allan Ramsay does some ditch digging. Centre: Harry Feir in a "William Tell" act with Don Kirkland as the stooge. ("Kirkie" still has his nose.) Right: George Allan, Jack Course and Finlay Cameron. Lower Row—Left: Johnny Plattson drives off at 9th. Messrs. Menzie (left) and Burgoyne (right) seem impressed. Centre, left to right: George Niven, H. L. McAmmond, Joe Robinson, Bill Hall, "Bobs" O'Grady, secretary; Finlay Cameron, George Allan, Findlay Tease, past president; Jack Course. Right: Allan Ramsay squints through the periscope; Joe Donaghy at left.

Curlers Win Battle of Pine Ridge

The Eaton Men's Curling Club held a most successful golf tournament at Pine Ridge Golf Course, Wednesday, May 11. Despite strong gusts of wind from the nor'-west it was a beautiful day and the large turnout of curlers made the most of it!

Findlay Tease (past president) started the ball rolling with a birdie three on the first hole. His team mate, Finlay Cameron, found himself speechless (possibly for the first time in his life!).

President Jack Morrison, with the assistance of Bill Hall and the entertainment committee, handled arrangements most satisfactorily.

Prizes Were Presented by Findlay Tease as Follows:

- Low Gross—Jack Crowe.
- Low Net—A. C. Mitchell, W. Mitchell, Hugh Caldwell.
- Low Hidden Holes—Finlay Cameron, Findlay Tease, Bill Hall, R. M. Wright.
- High Hidden Holes—Eric Moore, George Allan, L. Mitchell, D. Bloomfield.
- High Gross—Fred McKenzie.

Mr. W. G. B. Dailley was voted a prize for his good sportsmanship.

Eaton Men's Curling Club Officers for 1949-50

- Past President—F. G. Tease.
- President—J. W. Morrison.
- First Vice-President—D. G. Howat.
- Second Vice-President—R. B. McIrvine.
- Treasurer—E. Ramsay.
- Secretary—H. S. O'Grady.
- Executive Council—D. Mackie, G. Allan, G. Agnew, A. Arnason, A. Barry, J. Newman, J. Robinson, E. Moore, L. Wimble, N. M. Gray, W. Hay, J. Kellas.

GENERAL OFFICE NEWS—By Ruth Peterson

Betty Welsman left the office on May 12 and was married on May 13 to Bill Melville. The ceremony was solemnized in Young United Church with Dr. W. E. Donnelly officiating. The bride wore white and carried a bouquet of red roses. Mr. and

Mrs. Melville will reside in Winnipeg. Betty was presented a beautiful table lamp from the office.

We are very sorry to report that Irene Adams is still on our sick list. Hope to have you back with us soon, Irene.



Top Row—Left: President Ruth Bardal. Centre: Mr. Pickard congratulates the girls' club on its growth. Right: Skip Eva Lake receives the Florence Wilson trophy presented by Mrs. W. B. Pickard; Molly Mitchell at left.

Lower Row—Left: Skip Irene Best and Nellie Williams receive consolation prizes presented by Mrs. A. D. MacDonell. Centre: Mr. Jim Johnston thinks the mail order curlers are best. Right: Jean Kerr in action.

"HEY! WHAT'S AN INTURN?"

Eaton Women Curlers Stage Delightful Wind-Up

Bring Back My Skipper To Me

*"My skipper is wide on her inturns,
She misses the broom by a yard,
She's often just short of the hog line
When heaven knows she needs a good guard.*

*Bring back, bring back,
Oh bring back my skipper to me, to me.
Bring back, bring back,
Oh bring back my skipper to me."*

Did you ever hear of a skip who didn't know an inturn from an outturn? "Our girls' curling club grew so fast this year that we had thirty rinks in action against sixteen rinks last year," said President Ruth Bardal at the annual banquet of the Women's Curling Club held on Thursday evening, April 21, at the Fort Garry Hotel. "That meant we had green skips and inexperienced players who didn't know an inturn from an outturn . . . but despite wrong signals, miraculously they still landed on the button!" President Ruth declared proudly.

Miss Bardal thanked the experienced skips for helping the green ones. The girls had enjoyed being in their own club rooms; they were proud to have such lovely quarters in which to entertain the ladies of other clubs. Miss Bardal also thanked Past-president Tease of the men's curling club and many of its members for their support and counsel. [It was a fine speech, Madam President!] At the head table were Mr. W. B. Pickard, superintendent, and Mrs. Pickard, Mr. and Mrs. A. D. MacDonell, Mr. J. Johnston, Mr. and Mrs. J. Morrison, Mr. and Mrs. W. E. C. Hurlburt. Miss Bardal also read a telegram of greetings from Mr. and Mrs. B. C. Scrivener, who were then at Victoria.

Mr. Pickard congratulated the girls' club on "attaining its adolescence." He also spoke highly of the fine part all our curlers had taken in, the

re-organization of Eaton curling, and he looked for a wider development of all athletics within the Company.

Congratulations were extended to the girls by Mr. Jim Johnston, acting for Mr. A. H. Young, mail order superintendent, who was unable to be present. Mr. Johnston opined that the "best curlers were found in the mail order." However, this met with a "boo" or two of disagreement from the store gals.

Mr. MacDonell felt that the great interest in and development of curling within our ranks since we acquired a rink of our own was highly gratifying. Mr. Finlay Tease gallantly declared it had been a real pleasure to assist the girls' club during their "growing pains."

(Continued on Page Twenty-Nine)



Top Row—Left: **The Champion "Dood Its."** Front row, Beryl Dancer, Joe Bingham, captain; Phyllis Smart; back row, Hazel Romans, B. Arran. Missing from picture, Grace Sim. Right: A glimpse of G.O. glamour.
Lower Row—Left: "Bring on the turkey." Right: George Boyd, June Dugdale, President Jack Thompson.

General Office Bowlers Dine and Dance

A bang-up turkey dinner, presentation of prizes, song fest, followed by the soft shuffle of dancing feet wound up a grand bowling season for the general office league on Thursday night, April 14, at the Edgewater Gardens. Over fifty were present.

President Jack Thompson captained this merry evening. (Nice to see you back again, "Tommy," after that bout in the hospital!) At the head table with "Tommy" were Walter McNaught, George Paull, Jack Woods and Bill Hurlburt.

President Thompson had a number of bouquets to hand out to those who had helped to make the league function so successfully—with a special vote of thanks to Jack Woods, who had managed the draws.

Mr. McNaught, head of department, was glad to see the big general office staff get together throughout the bowling season and for this happy social evening. "Keep it up," he urged.

Prizes were then presented by Mr. McNaught to the league champions, "Dood Its" (and they did), captained by Joe Bingham with Hazel Romans, Grace Sim, Beryl Dancer and Phyllis Smart.

RUNNERS-UP—Appropriately named "Wood Choppers," since they were led by Jack Woods, were Lorna Henderson, Jean Poole, Marian Bennett and Ann Bricker.

Other prize-winning teams were the "Andy Dandies," "Hog Trotters" and "Rockets." Special awards were presented by George Paull to Marg Blanchard, Joan Tassie, Ellen McDonald, Olive Tymko, George Boyd, Jack McGavin, Tom McQueen and Harold Walker.

Eaton Women Curlers' Wind-Up

(Continued from Page Twenty-Eight)

Presentation of the Florence Wilson Trophy, emblematic of the championship, was then charmingly made by Mrs. W. B. Pickard to Skip Eva Lake, Molly Mitchell and Mary Ewing.

Presentation of the consolation prizes was made by Mrs. A. D. MacDonell to Irene Best, Nellie Williams, Eileen Thompson and Dolores Leclair.

Jack Morrison, vice-president of the men's curling club, led the singing with his lyric tenor. Assisting Jack was dynamic Jean Kerr.

Dancing in the McDonald room rounded out a delightful evening.

WINNERS OF FLORENCE WILSON TROPHY

Friday Night Group—Eva Lake, Molly Mitchell, Ella Brown, Mary Ewing.

Monday Night Group—Winnifred Jamieson, Edith White, Elaine Engel, Shirley Hembroff.

Wednesday Night Group—Kay Chisholm, Marjorie McKenzie, Helen Schram, Ada Dick.

Consolation—Irene Best, Nellie Williams, Eileen Thompson, Dolores Leclair.

EXECUTIVE FOR 1949-1950 SEASON

Past President—Louisa Maughan. President—Ruth Bardal. First Vice-president—Mary Moore. Second Vice-president—Madeline Doyle. Secretary-treasurer—Joyce Lawton. Ice Convenors—Mary Ewing, Ellen Deason, Ruby Fraser. Social Con-venors—Ethel Smith, Mary Ripley.

A Cheer for the Gremlins!

Eaton Hockey Champions

The comfortable, ship-shape quarters of "H.M.C.S. Chippawa" provided an ideal background for Eaton hockey-ists on Tuesday night, May 3, when the champion Gremlins were presented with the Eaton trophy and individual miniatures by Mr. George W. Robinson of the Eaton Athletic Advisory Committee.

Mr. Robinson congratulated the entire club on its fine sportsmanship and valuable contribution to charitable causes. Hockey, said he, was truly "the king of sports in Canada." He then presented the trophy to Captain Gordy Forth of the Gremlins.

"Gordy" gallantly declared that the Gremlins owed it all to Helgi Johnson, their coach and manager. Helgi modestly refused to accept the credit he so richly deserves. However, everybody was very happy when Gordy stepped forward and presented Helgi with a pen and pencil set.

A social evening followed. Stout fellows, these hockey boys of ours! A grand bunch to be with anywhere, anytime!

Description of Pictures

Top Row—Mr. G. W. Robinson presents the Eaton championship trophy to Gordy Forth, captain.

Second Row—The champion Gremlins. Left to right; G. Locherbo, T. Creran, J. Lemon, K. Daulby, Ted Lee, president; Mr. G. W. Robinson, H. Johnson, manager, coach and goal-keeper; G. Forth, captain; B. Creran, B. Durack, K. Gibson, J. Tyler, J. Jones.

Third Row—Manager Helgi Johnson is presented with a gift from the Gremlins by Captain G. Forth.

Fourth Row—Eaton Hockey League.

Lower Row—Mr. G. W. Robinson thanks Helgi for his fine coaching of the Gremlins.





Top Row—Left to right, His Worship Mayor F. Williams, Brandon; "Tag" Miller, coach, Montreal Royals; Mr. R. Ferguson, manager, Royals; Mr. Jack McArthur, president, Wheat Kings. Centre: "Let Me Call You Sweetheart," as sung by a group of Royals.

Lower Row—Left: "Pop" Summers, trainer, Wheat Kings; Frank King, captain, Wheat Kings; Brian Roche, Wheat Kings. Centre: Lighting cigar is Ray Fredricks, goalie, Wheat Kings; Johnny McLean on Ray's right and Bob Crystal under flag. Right: Joe Crozier, Alf Francis, Reggie Abbot.

Eaton's (Brandon) Hosts to Hockey Finalists

Eaton's at Brandon were privileged to entertain the two outstanding junior hockey teams in Canada, the Montreal Royals and the Brandon Wheat Kings, at a dinner held in their honor on Monday evening, May 9, at the Brandon Flying Club. Mr. H. R. I. McCausland, manager of the Brandon store, was chairman. Coach "Tag" Miller expressed the appreciation of the Royals. "We have been positively overwhelmed by our reception here," he added.

The delicious turkey dinner was greatly appreciated by the hockey finalists. In a letter to Mr. McCausland, Mr. G. P. Sutherland, secretary-treasurer of the Brandon Junior Hockey Club, stated: "I am sure that the Montreal officials will take back with them good reports of our hospitality, and you and your firm are to be congratulated for making this gesture."

Another official commented on the dinner: "Things like this mean more to tying Eastern and Western Canada together in sportsmanship, and you can certainly rely on The T. Eaton Company to do that."

The dinner and short program following gave the teams an excellent opportunity to relax after many strenuous weeks of hockey playing. It was an honor and privilege to have these two great teams as our guests.

Mid-May Beauty

These pale pink blossoms "that ope in the month of May" are the pride of Mr. Sam Calhoun (1100 department). Most garden lovers will recognize this as a double flowering plum whose buds appear even before the leaves. Sam planted the little nursling last year in ordinary excavation earth behind his newly erected home on Henderson Highway. Manitoba's matchless spring sunshine did the rest.



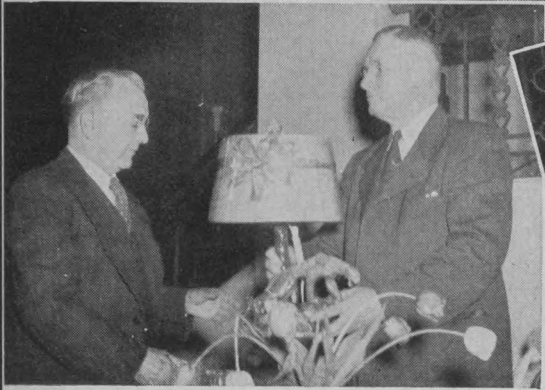


Mr. Jim Johnston Presents the Gifts

Top Left—An exquisite Doulton figurine goes to Mr. Jim Egerton in honor of his 40th anniversary.

Lower Left—The "Bard of Eaton," Mr. Bill Gould (left), receives a beautiful lamp as a parting gift.

Lower Right—Mr. George Wallace accepts a mantel radio to mark his 40th anniversary.



MAIL ORDER SALUTE!

Bill Gould—Jim Egerton—George Wallace Honored at Dinner Party

*"Old books, old wine, old Nankin' blue,
All things, in short, to which belong
The charm, the grace that Time makes strong—
All these I prize, but (entre nous)
Old friends are best!"*

—Dabson.

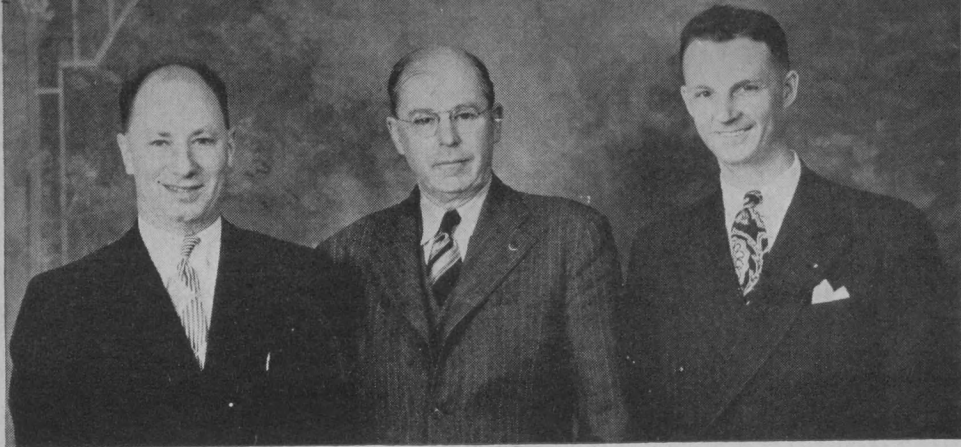
These lines might well express the feelings of all who attended a complimentary dinner held at the Fort Garry Hotel on Friday evening, May 13, by mail order department heads and assistants in honor of three veteran Eatonians. These three, who over the years have made a legion of friends amongst us, were:

Mr. Jim Egerton, assistant in the staples and linens, who has just completed his 40th year with the Company; Mr. George Wallace, assistant, drapery workroom, also celebrating his 40th anniversary; and Mr. Bill Gould, head of the photographic workroom, retiring from active business.

Mr. Angus Osborne presided. Welcoming the guests of honor, he called on Mr. Jim Johnston to make presentations on behalf of those present.

To Jim Egerton "a dependable Irishman who can always produce an argument," Mr. Johnston presented a Doulton figurine. To George Wallace, "another Irishman who has done an excellent job in a quiet way," went a mantel radio. And lastly, to Bill Gould, "a Somerset Englishman of sound business understanding, never too busy to accommodate an employee or a customer, nor to brag about his seven grandchildren," was presented a beautiful table lamp.

Reminiscences flowed freely—especially in the responses of Messrs. Egerton and Gould. Decades were bridged in minutes. Out of the long ago came, dusted and polished, early incidents in the store's history, as well as "Gouldese" humor that made it a sparkling evening. At the conclusion, Mr. A. R. Tucker and Mr. W. H. Hopps spoke briefly, adding their congratulations and best wishes.



Meet Your New Officers

Centre, PERCY LONGSTAFFE, president. Right, DALE STEWART, vice-president.
Left, JACK MEYERS (mail order merchandise office), secretary.

GOLFERS—

About Those Eagerly Awaited Field Days!

*Monday, Tuesday, Wednesday, Thursday and Friday mornings
June 13, 14, 15, 16 and 17 at Elmhurst*

**All Entries Must Be In During the First Week of June—This Is Imperative
In Order That the Program Can Be Printed**

LET'S ALL "PLAY THE GAME"

In appreciation of the Company's kindness in authorizing the field days, every player is urged by the golf committee to return to duty as soon as games are completed. Have a good game and it is hoped that you will enjoy every minute of it. But remember also to "play the game" by returning to work promptly. Thank you, fellows!

Eaton Men's Golf Club Committee

LATE DESPATCHES

By Miss M. Fraser

Everyone in departments 3 and 4 is glad to hear that Billy Taylor is on the mend once again, after two sessions in St. Boniface Hospital. We all hope you'll soon be feeling really strong again, Bill!

By Jean McKendrick

We are sorry to report that Mr. Ernie Allen (department W9, lingerie) is at present away ill. We hope to see you back again soon, Ernie.

By Mary Ewing

Mail Order Advertising—It is with deep regret that we report the death of Evan Owen on April 28. Evan will be greatly missed by his many friends.

We are sorry to report that Winnie Smith is on the sick list, but hear she is progressing well and will be back with us soon.

Bill Hogg left the department to join the staff of department 36. A loss for us but a break for 36 department.

Glad to have Jean Paterson back after being out sick for a couple of weeks.

By R. Soutter and D. Balsdon

Departments 173, 167, 159—Irene Graham was the recipient of many lovely gifts when she left to be married on May 14 to Milton McGregor. The wedding took place in St. Alban's Anglican Church on May 21. Irene was presented with a trilight from the department.

Another member of our department who left recently to be married was Rita Hebert. Her marriage took place in St. Boniface Cathedral on May 24 to Senor Jorge Espinosa Rosas. Rita received a lovely overnight bag from the department.

Myrtle Splett left on May 14 to be married to Mr. James Field. Myrtle received a lovely gift of linen from the girls. Best wishes to you both.

Best wishes to Frances Skinner who received a lovely diamond recently.

Mary Ptosnick is recovering after a recent operation. We hope it won't be long before you are back at work, Mary.

We extend our sincere sympathy to Margaret Ringel, whose father passed away May 14.



"And So They Were Married"

Top Row—Left: Isabelle Worthington (gloves and hosiery) is smiling happily at the thought of her forthcoming marriage to Bill Grisham at Grace United Church. Centre: Marjorie McDermot (mail order copying) is shown after a presentation by her associates on the occasion of her marriage to Stanley Kalata. Right: Doris Danielson (mail order books and stationery) was given a miscellaneous shower by the department after announcement of her engagement to Gilbert McVarish.

Second Row—Centre: Cecile Andre (mail order books) was married to Mr. F. Landino at Holy Rosary Church on April 20. Right: Grace Sigurdson (mail order sporting goods) leaves the department to take up residence in Saskatchewan with her new husband, Lawrence Baskerville.

Lower Row—Left: Eva Purdy (mail order 119) will be married on June 4 to Virnon Wart, in her home town of Birtle, Manitoba. Centre: Edith Black (photographic workroom) is shown being congratulated by Mr. W. Gould, department head, on the occasion of her wedding to Arnold Kraushar on April 23. Right: Ruby Hives (cash office) who was married to Bill Dagot on April 23.

By Leo Beasse

Phil Benest, now enjoying retirement in the Channel Islands, writes that "flowers are in bloom" and he expects to dig potatoes the first of June. (What, no carpets or rugs to beat, Phil?)

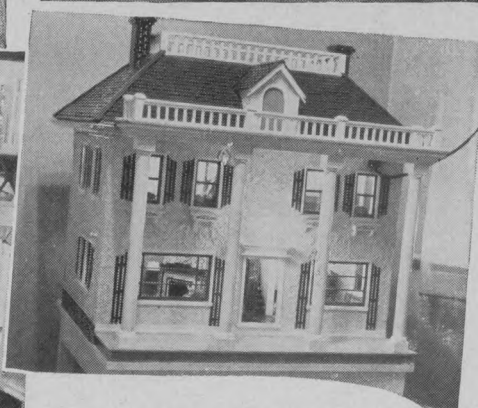
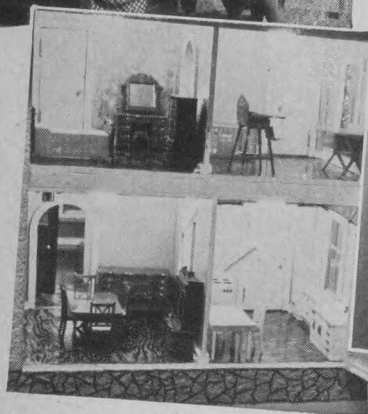
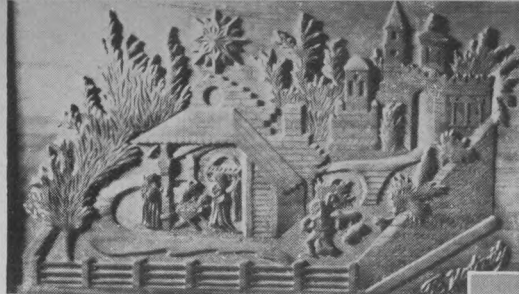
Mr. and Mrs. Benest send regards to all their friends in the store and mail order.

Thirty-Four

By N. Joyce

"Sweet Stuff"—Nellie Krawchuk and Ann Friesen (candy factory) are displaying happy smiles these days, the reason being the lovely engagement rings on that all-important finger. Ann is to be a June bride while Nellie takes the big step in July.

Bill Stewart (gloves and hosiery) is on the sick list for a while, but we hope he'll be back soon.



ONE MAN'S HOBBY

Most people have a hobby of some sort, whether it be for relaxation, fun or for monetary gains. Obbe De Jong, from the carpenter shop, has combined his skill and ingenuity for his chosen hobby—wood carving.

His two daughters, Margaret, age 10, and Anne, age 12, have greatly benefited from their father's skill. At top left, Margaret and Anne are seen playing chess with a set, carved in walnut by their father. It is the large standard size chess set, the highest single piece being $4\frac{1}{2}$ inches. The dining-room furniture in this picture was carved by Mr. De Jong over twenty years ago. A Hollander, he learned this art as a boy in his native land.

The California mansion type doll-house, pictured in the lower centre, is complete in every detail. It stands 32 inches high and 24 inches wide. All eight rooms are electrically wired, and the living-room even boasts a fireplace. The little house, complete with shingles (2,454 in all), plywood floors and plaster—yes, even drain pipes—took Mr. De Jong four months to build. Another feature of the house is its miniature furniture. (Four rooms are shown in the picture in the lower left.)

The tray in the upper centre was carved by Mr. De Jong sixteen years ago from gumwood. It depicts the Nativity scene. In the lower right, Margaret and Anne are seen holding two animals that Mr. De Jong carved from walnut. Each animal took two weeks to complete.

Credit is due to Obbe De Jong for such beautiful workmanship. Much skill and patience have resulted in beauty and perfection in each object—a goal worth striving for!

Eaton Employees' HOBBY SHOW

will be held in the

Seventh Floor Assembly Hall - - - June 18 to 25

(during store hours)

(Sponsored by the Assistants' Association)

When To Bring In Your Exhibit

Notices will be sent to all departments and also posted in time offices announcing the date when exhibits should be brought in for display. Owing to the large number of entries submitted, only one exhibit in each class can be accepted. So choose your masterpiece carefully and the best of luck to you. We're expecting a top-flight show!



MAIN FLOOR

In honor of Mr. Graham Gillespie (men's furnishings), the boys of his department, also the mail order men's furnishings and the men's hats, staged a stag on April 4 at the Valour Road Legion Hall, on the occasion of his wedding, April 6, to Jessie MacDonald (budget plan office).

Mr. O. Cain, head of department, presented Mr. Gillespie with a suitcase on behalf of the gang, while Mr. L. Clure, in charge of the stag, presented the guest of honor with a smoking stand on behalf of all present. Entertainment was provided by George Nesbitt, Bryson Murray, Eddy Johnson and Arnold Peabody.

Frank Frampton (men's furnishings), who recently left to join The T. Eaton Life Assurance office, was presented with a pen and pencil set by Mr. O. Cain, on behalf of the men of the department, during a stag at the Tartan Club.

Miss Heidi Klein, with the drug department for five years, was presented with a china teapot trimmed in gold, by Mr. N. M. Gray, head of department, acting for the staff. Heidi will become Mrs. Bill McMillan on June 11.

Toyland's charming Verna Blaikie will become a bride on June 4. The very lucky man is Mr. J. A. Steen, Winnipeg police department. On May 5 a miscellaneous shower was held for Verna at the home of Mrs. K. Lupal.

* * *

SECOND FLOOR

By Mame Deacon

Mr. P. H. Cranston, head of the fancy goods department, has been hospitalized for some time but is gradually improving and will be back soon.

Two lucky gals from the department left on April 20 for a few weeks' vacation in California.

A luncheon was held at Moore's on Wednesday, April 27, in honor of three brides-elect of the fancy goods department: Jean Townsend, Stella Gerelus and Lou Cory. Best of luck to you all in your new "profession" of housewife.

Miss Vestrup, new quarter-century member, has left for her holidays in Los Angeles, California.

Birthday messages of congratulations were due Mr. Wm. Boston, assistant of the fancy goods, on Saturday, May 7.

In department 222 things have been rather quiet during the past month. We only indulged in one party—a trip to Lockport—at which the usual uproarious time was had by all.

One of our "steady extras," Mrs. Cora McKendry, has left us to reside in Victoria. Cora was entertained by the girls of the spool counter with a farewell luncheon at the "Homestead."

Gerry Kennedy (buttons) has left us for the insurance business.

We lost a very good friend in the sudden passing of Mr. Fred Groff, of the Groff Agencies. He was a familiar figure in the store and well known by members of this department. We extend our sincere sympathy to his family.

Evelyn Brown (housewares) and Mickey McGuire (buttons) have both been on the sick list but are back with us again.

Mrs. Gwen Carlson (formerly of department 147) became the mother of a baby boy, Gordon Nels, on April 22.

Miss Ethel Stefansson (dress goods) is wearing a beautiful sparkler on that all-important finger. The lucky man is Mr. Joseph Vernon. Good luck and best wishes to you both.

Flash—Our popular section head, Miss Rose Eastoe (of fabric shop) has announced that she will be leaving us later this summer to become a "happy housewife." With her will go best wishes for the future.

It's A Boy!

Born to Mr. "Bud" Davidson (furniture) and Mrs. Davidson a son, William Andrew, 6 lbs. 15 ozs., on Sunday, May 15.

* * *

THIRD FLOOR

Alleyan Dunlop (bread counter) was married to Bob Mennell at a quiet wedding held in St. Alban's Church on April 29.

Sincere sympathy is extended to Miss Joan Winmill, section head at the bread counter, in the death of her mother on April 23.

Best wishes are extended to Douglas Wilkins (bakery) who is undergoing a minor operation in hospital. Hope to see you back soon, Doug!

* * *

FOURTH FLOOR

In the dress section, Miss Fay Kalmacoff (head of the department) is leaving the business field to take up her duties on the home front. Wedding bells will ring for Fay on June 25. Miss N. Olsen has been appointed head of the department.

Mrs. F. Folliet (dresses) has left to join her husband in the States, where they will now reside.

Best wishes are due to Miss H. Newfield (women's dresses) who has been ill for some time. Hope to see you back soon.

Miss N. Woods (641, junior dresses) has left for a month's vacation at the coast, where she will visit friends and relatives.

* * *

FIFTH FLOOR

The week-end of April 24 was a thrilling one for two girls in the restaurant bar, fifth floor. Anne Wityshyn became engaged to Nick Mudref, and Dolores Le Clair received her ring from Allan Binnie.

The "big day" for Martha Curtis (grill room) came a few weeks ago when Garnett Jones presented her with an engagement ring sporting a gorgeous quintette of diamonds. The happy couple plan to be married on June 18 at St. Matthew's Church.

* * *

SIXTH FLOOR

Congratulations to Doug McPherson (stock audit) and Mrs. McPherson upon the birth of a daughter, Susan Dorothy, on Friday, May 6. Sue, who tipped the scales at 8 pounds 13 ounces, will be a playmate for her big sister, Judy, who is two years young.

By L. H. Prince

In honor of Miss Egerton, who is leaving us to take up residence in Ireland, draperies held a luncheon at Moore's on Wednesday, April 27. Many old associates were present, including friends from Winnipeg, Port Arthur, Regina and Saskatoon.

Mr. H. W. Cooper paid tribute to Miss Egerton's outstanding effort over a period of twenty-two years during which she had been an example of conscientious industry to all that came in contact with her. On behalf of the department he then presented Miss Egerton with a dainty cameo pendant.

Mr. J. Pickles then asked Miss Egerton to accept a miniature comforter on which were inscribed names of many of the people with whom she has worked selling comforters over the years.

We understand Miss Joyce Jones (legal office) is quite a bowler. She copped the ladies' high single in the Park Mixed League. Nice going, Joyce.

Kay Dyson (expense office), upon leaving the department, was presented with a lovely twin set of travelling bags.

A surprise party was held for Kay at the home of Dorothy Whiteside (expense office). The honored guest was given a lovely pair of gloves and a brooch and ear-ring set from her friends in the department.

Miss Grace Martin (expense department) returned recently from a skiing trip to Banff. Grace was one of the 35 Winnipeg skiers present at the great ski resort.

The 57 Bowling League (called so because of its variety of members) held their final banquet and windup at Edgewater Tea Gardens on April 12. A gala time was enjoyed by all, and prizes were presented to the 60 members who attended.

* * *

SEVENTH FLOOR

By Ruth Hodgson

Cupid has shot his arrow again and it landed in the heart of one of our reporters, Edith Holst, when she came in a few weeks ago with a beautiful diamond on that all-important finger. The lucky man is Jimmy Simmonds. Congratulations, kids!

Congratulations are due to Mr. Len Swallow (contract sales) and Mrs. Swallow (a former member of the general office staff) on the birth of a 6 pound 7 ounce daughter, Susan Patricia, on Wednesday, April 6, in General Hospital.

Miss Kay Chisholm (parcellers) became engaged to R. B. Reading (carpets and linoleums) on April 18.

Miss Bernice Jones (parcellers) received a lovely diamond on March 24 from Chuck Thompson.

* * *

EIGHTH FLOOR

By Mrs. K. Fedorak

Miss Millie Macher (alterations) has recently bewitched the man of her dreams, Mr. Frank Hale (foodateria). As a result we see a lovely diamond on her "right" hand.

Another member of the alterations who became engaged recently was Angelika Wucharts. The lucky fellow is Frank Dilke, also an Eatonian.

Miss M. Ritchie, Miss Mary Simcoe and Mrs. M. England have all returned after their recent illnesses. Nice to see you back, girls!



Left to right—F. Artiss, C. Spearing, A. Evans, B. Bemister, president of league; D. C. Howat.

Eaton Bowlers Cop Boot-Shoe Roll-Off!

The Retail Boot and Shoe Five-Pin League roll-off took place recently at the Bowlerly between four quarter winners: Hudson's Bay No. 2, Affleck's Shoe, Eaton's No. 2 and Eaton's No. 1. The Eaton No. 1 team emerged the winner with a four-game total of 4,746 to take the Kaufman Rubber trophy. The Eaton No. 2 team was not far behind with 4,598 to take second place and the Ritchie Shoe Co. trophy.

B. Bemister was pace setter for the winners with 1,058. Other scores on the team were: A. Evans 896, D. Howat 874, C. Spearing 810, and F. Artiss 804.

J. Kulack was the big gun of the second-place Eaton's No. 2 team with 1,008. Wilf Saunders 852, G. Morris 819, H. Boyd 804, A. Milton 743.

The Retail Boot and Shoe League, comprised entirely of shoe men, is made up of eight teams and has been active for over eighteen years. During that time Eaton's have had two teams competing every year. The number of times names of Eatonians have been engraved on the Kaufman trophy indicates bowling ability.

Bert Bemister (men's shoes) is the president of the league.

Recently Miss M. Suggett had the pleasure of entertaining a very dear guest, her sister, Mrs. L. Abel, from Manchester, England, who thinks this country is wonderful.

ELEVATOR UPS AND DOWNS

By Agnes Reese

Mr. S. Taggart and Mr. T. Masters have returned after their recent illnesses. Glad to have you back and here's best wishes for continued health.

Girls leaving us recently were Ethel Myrdal, Anita Jones and Mildred Anderson. Ethel and Anita returned to their respective homes and Mildred resumed her work at Calgary. Each was presented with a gift on her departure.

Hazel Maiss became the bride of George Isford on May 2 at the First Lutheran Church. The happy couple travelled to the west coast on their honeymoon. Hazel was presented with a silver cake plate as a remembrance from the girls. Good luck, Hazel and George.

Spring has brought forth three new diamonds. Our best wishes go to Marj Brown, Marj Gate and Flo Chorney.

Our welcome again goes out to five new girls—Thelma Wicklund, Irene Burnett, Norma Geske, Joan Osborne, Christine McRitchie.



BASEMENT

By Miss W. Bailes

China, Mail Order—It's news! Yes, we have a very bright-eyed young lass, these spring days, when a young man's heart turns to thoughts of—well, you know what. The lucky girl is Meri Chubala, with that sparkler on the third finger, left hand. Congratulations, Meri!

We are sorry to report that Charlie Belton has had to undergo an operation in Deer Lodge Hospital, but we understand he is doing nicely. Hope to have you back soon, Charlie!

Also on our sick list is Sid Clayton, who is now on the road to recovery. Hurry back, Sid!

Mr. Forster is on his two-months' vacation. Happy holidaying, Gordon!

* * *

SECOND FLOOR

Mail Order Budget Plan—A group of friends and business associates gathered at the home of Miss V. Black, 75 Hillcrest Avenue, on Friday evening, April 8, in honor of Miss Margaret Whitfield who, accompanied by her mother, left by T.C.A. on April 10 to make her home in Cranbrook, B.C. Miss Vipond presented the guest of honor with a Pak-a-way overnight case. Miss R. Baker proposed the toast, and all joined in singing, "For She's a Jolly Good Fellow." A dainty lunch was served with Mrs. C. Holdsworth presiding over the tea cups. Margaret's friends wish her every success and happiness in her new home.

* * *

FOURTH FLOOR

Congratulations to R. Hart (boys' clothing, mail order) whose wife gave birth to a daughter on April 7.

* * *

SIXTH FLOOR

By Miss F. Roger

Department 36 welcomes back Ivy Stevens after her recent illness. We all wish you the best of health, Ivy.

It took one of our senior service employees to show us the way in the Trans-Canada Quiz Contest, for Tom Johnston, with over forty years with the Company, marched right in there to collect one of the prizes. Congratulations, Tom!

Miss Ruby Gibb is recovering from her recent accident, and we trust she will soon be feeling 100 per cent again.

Congratulations to Betty Sim, whose bowling team won their division in the Eaton Bowling League, season 1948-9.

Thirty-Eight

Mail Order Dress Goods

Nellie Mandzuk is wearing one of those "diamond" smiles—she's a member of the third-finger-left-hand club now. Congratulations! Does this explain those urgent wires from Weyburn, "Please can I have a week's extension on my holidays, p-u-l-e-a-s-e?"

Our congratulations to Miss Freda Saunders on her recent good fortune—winning one of the coveted prizes in the Trans-Canada Quiz Contest. H'm, discovered a mathematician in our department.

Rice and confetti for Miss Tony Campbell, who left the dress goods department to become Mrs. Wally Schmidtke. The wedding took place at Knox Church on May 28. On the eve of her departure, Mr. P. H. Longstaffe, head of department, presented Tony with a set of flatware in the "Fantasy" pattern on behalf of the staff. Tony has been an Eatonian for five years and her genial personality and pleasant manner have gained her many friends around the store and mail order.

On Saturday, May 14, 25 girls assembled at the Homestead at a luncheon, where they presented Miss Campbell with a lovely china tea set in Lady Alexander Rose pattern. Good luck and clear sailing in your matrimonial role, Tony.

We understand that the girls in the "remnants" cycling club have started their season's activities and are now working on their first coat of suntan—or sunburn—whichever comes first.

We are glad to welcome back Mr. P. H. Longstaffe from his recent trip overseas. Mr. Longstaffe visited the textile markets in Germany, Holland, Belgium, France, Italy and Switzerland. When in England Mr. Longstaffe attended the wedding of his daughter, Dorothy Mae, to Mr. Geoffrey Watkinson, of Otley, Yorkshire, England.

* * *

SEVENTH FLOOR

By Miss M. Pariseau and Mr. J. Johnston

Departments W10, W11 and W46—Naureen Black has a new theme song these days, "Something new has been added." This is none other than a lovely diamond ring. Just how long it will be before the other ring slips on, Naureen just isn't saying. Our best wishes, Naureen.

We welcome back two of our members who have been away ill—Margaret Bircham had a siege of chicken pox and Ed Greenlay a tonsillectomy.

Our deepest sympathy to Mr. A. Keeley in the recent loss of his father.

By Misses E. Holst and R. Hodgson

Department W41—Cupid has been working overtime—we have two rings this month. Lillian Suppes is sporting a lovely diamond. The lucky man is Don Glasspole. Also Edith Holst received a beautiful ring from Jim Simmonds. Congratulations, gals!

Deepest sympathy to Margaret Carstens and Pearl Makowsky on the loss of their fathers.

* * *

EIGHTH FLOOR

By Miss D. Hunt

Mail Order Copying—Marion McDermott left April 2 to be married April 30 to Mr. Stan Kalata. Marion received a torchiere lamp and satin bedspread. The best of luck to Marion and Stan.

Lee Maskiew received a lovely diamond at Easter.

Frances Watkins left 116 on May 13, to be married May 14 to Jerry Mustard. A beautiful torchiere lamp was presented to Frances from the department. Best of luck, Frances and Jerry.

Glad to see Helen Kuxhouse looking so well after her recent operation.

Helen Rennie left on Saturday, May 14, to work in the wages office. Good luck in your new job, Helen.

By Miss M. McDonald

Mail Order Writes—A party was held on May 12 at the home of Jenny Korolyk. A few friends gathered to honor Jenny on her 21st birthday and a swell time was had by all.

A number of girls from 117 have joined Eaton's Riding Club. They went for their first ride on Sunday, May 15, at the Horseshoe Riding Club. They all came into work on Monday with sore backs?

By Miss J. Baynes

Mail Order Complaints—In the final roll-off of the Eaton Bowling League the Winsomes, headed by Jack Day, department 118A, carried off the championship of Division 1. The other members of the team were May Alderdice, Mary Bodrug, Winnie Leach and Ray Leveque. Well done, gang, we are proud of you!

Doctor Stork paid a visit to Misericordia Hospital on April 24 and left a 7 lb. 1 oz. baby son for Mr. Bill Gray, department 118. Mrs. Gray was the former Jean Neill, of Edinburgh, Scotland. Congratulations, folks!

Miss Cecile Fredette had the honor of assisting at the reception given for the prime minister, Mr. St. Laurent, at the Auditorium on the occasion of his recent visit.

* * *

NINTH FLOOR

Notions and Fancy Goods

The annual bowling event, the tournament of chumpions (typographical error), is now history. It was on April 26, and after the dust had cleared from Wasson's Bowling Alleys, we found Mr. J. W. Aker and his invincible three in proud possession of the coveted silver trophy. It was a close battle and there were but six points between the winners and the runners-up, headed by Mr. Len Brown. The winning team for the second consecutive year: Mr. J. W. Aker, Miss A. LaFlamme, Miss M. Elder, Miss E. Tessier.

Prizes were won by Alice Zdril, Dorothy Dance, Clarice Merrifield. Mr. D. S. Marshall and his weary threesome won, by a wide margin, the lowest score position, entitling them to become members of the "armchair club." In accordance with which they were presented with miniature armchairs. All in all, a very pleasant and successful bowling tournament for 1949.

On Saturday, May 14, Miss Eva Halleran was the recipient of many good wishes from her co-workers and friends of departments 22-24. Eva leaves to assume further responsibilities with the furniture department, city store. On behalf of the staff, Mr. J. W. Aker presented Eva with a string of pearls as a token of her happy association with the department.

Our departments are basking in reflected glory these days. The reason—a young lady—a Trans-Canada sale—a \$20.00 prize! Congratulations, Zell Fisher!

Two Eatonians of yesteryear paid a visit to our department recently. Mrs. Thompson (nee Ruby Woods) and baby, also Mrs. Thatcher (nee Florence Wernham) and her two children. We can assure you that current topics were well in the background as the girls reminisced on days gone by.

By Mr. W. Quayle

Congratulations to Joe DesRosiers (of department W28, men's furnishings) who celebrated his thirtieth anniversary with the Company on Thursday, May 12. Joe's many friends throughout the store and mail order called to offer their congratulations. We think you are quite a popular gentleman, Mr. DesRosiers!

Best wishes from all of us for a speedy recovery to Allan Matheson's and Frank Thompson's daughters. These little gals are both in hospital at present.

ALEXANDER AVENUE WAREHOUSE

By Mrs. Anne Surbey

Furniture, Mail Order—Mr. Harry Parfitt left the department with our best wishes for success in his new job. He was presented with a leather wallet as a farewell gift.

Our sincere hope is extended Mr. and Mrs. F. Darnell that they will receive favorable news shortly regarding their son, Sqdr. Leader Fred Darnell, who has been reported missing in the east.

Belated congratulations to Mr. R. J. Brown and Mrs. Brown on the arrival of Ian Robert, March 14. A playmate for his little sister.

Our congratulations to the gals who helped take the grand champion cup in the bowling season this year—Bertha Selner, Marie Thomas, Anne Surbey; also to Bill Robertson of the printing plant and Alex McDonald of hardware department.

PRINTING PLANT PATTERN

By B. Goulet

Glad to see Dave Lawson back at work after being away a month on the sick list.

Miss M. Hoffman (retired) dropped in to see us recently, wearing a nice California tan.

We have good reports on the progress of George Kuntz and Ida Hancock, who have been on the sick list for some time.

Eaton Retirement Annuity Plan Requires Birth Certificates NOW!

In order to qualify for Membership in the Plan you must sign an Application Form.

But that, in itself, is not enough.

You must **ALSO** supply to the Trustees of the Plan satisfactory Proof of Age. This applies to **ALL** eligible employees who have signed Application Forms—including men over 65 years of age and women over 60.

If you have a Birth Certificate, please submit it, as soon as possible, to the Plan Office, store building, Winnipeg. It will be returned to you as soon as a photostat has been made of it.

If you do **NOT** have a Birth Certificate, you should try to obtain one without delay. (This may require more time than some employees anticipate.)

If after applying for a Birth Certificate, you are advised that your birth was not registered, please submit such advice to the Plan Office together with a Baptismal Certificate or some alternative proof of age (see answer to Question 28 on page 26 of the booklet). The Trustees of the Plan will then consider acceptance of such alternative proofs.

The volume of Birth Certificates to be handled by the Plan Office is very large. Your co-operation in submitting yours, as soon as possible, will assist the Plan Office considerably.

Note—Due to marriage, adoption, etc., the name shown on your Birth Certificate may not agree with the one by which you are known at present. When submitting Proofs of Age to the Plan Office, therefore, please enclose same in an **envelope** on which there should appear your **name, department, number and city**, in order to minimize confusion and facilitate return to you.

NEW BOOKS... You'll Want to Read

in the Educational Department Library, Second Floor, Store

LIBERAL'S PROGRESS—Edward A. Filene, Shopkeeper to Social Statesman.

By Gerald W. Johnson

"Edward A. Filene, the merchant and social thinker, is the subject of this brilliant and searching biography by Gerald Johnson. Gerald Johnson is well known as a top newspaperman, a book critic and historian.

"This is a profoundly American story in the sense that Filene's career would hardly have been possible in any other country; and at the same time it is a broadly human story because the difficulties that drove the man to consider himself 'an unsuccessful millionaire' arose from faults and follies that are not exclusively American but human, partly his own, partly those of others.

"Every man in business should read it, in part to be warned, in part to be inspired; and others will find in it a fascinating human document."—*Excerpts from a book review.*

THE FIVE GREAT RULES OF SELLING

By Percy H. Whiting, managing director, Dale Carnegie Co.

This book applies best to the specialty selling field. It explains thoroughly how to arouse a buyer's desire for your product culminating in a successful sale. The book is full of helpful, specific examples.

CONTACTS

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In Memoriam

MARGARET GLENCROSS

It is with sincere regret that we announce the death of Mrs. W. Glencross (economy home furnishings), who passed away suddenly on the morning of April 18 on her way to work. Only 26 years of age, "Marg," as she was affectionately known to her associates, was also a member of the hosiery department for several years. She was beloved for her sunny disposition and cheerful willingness which made her a friend to customer and Eatonian alike. Sincere sympathy is extended to her family, two sisters, Betty and May; to her mother and father, Mr. and Mrs. P. Cardwell; to her husband, W. Glencross, and to her many friends.



EVAN H. OWEN

After a long and bravely fought illness, Mr. Evan Owen, mail order advertising staff, passed away on Thursday, April 28. He was 49.



Evan Henry Owen was born in Carnavon, Wales, and came to Canada in 1911. Joining Eaton's in June, 1919, Mr. Owen's thirty years with the Company were all spent with the mail order. He started with the staples, then went to the merchandise office and finally to the advertising. Kindly, unobtrusive, Evan was beloved by all who knew him. As an Eatonian he was 100 per cent loyal to his department and the Company. Nothing was ever too much trouble for the quiet-mannered Evan, whose generous spirit won him friends at every hand. Surviving are his widow (the former Eva Lockwood of 119 department) and one son, Lloyd, attending university.

Our Sincere Sympathy Goes To the Following:

In the Death of a Mother

MISS F. HAMILTON, millinery.
 MISS J. WINMILL, bakery products.
 MRS. G. HENRY, sportswear.
 MR. D. J. TOMES, western buying office.
 MR. T. COX, drivers.
 MR. W. COX, drivers.
 MR. G. WRIGHT, investigation.
 MR. G. McDONALD, drivers.

In the Death of a Brother

MR. W. WILLIAMSON, budget plan.
 MISS A. CHERNETSKI, bakery products.

In the Death of Her Husband—MRS. M. LITTLE, basement store.

In the Death of a Father

MISS Z. FISHER, mail order notions.
 MRS. V. PATENAUE, lunch room.
 MRS. M. CARSTENS, mail order women's dresses.
 MR. H. MATTHEWS, mail order meats.
 MRS. E. ANGER, mail order sporting goods.
 MISS J. EPPS, meats.
 MRS. P. MAKOWSKY, women's dresses.
 MISS D. HENRY, farm implements.
 MISS R. GOOSKEY, lunch room.



Glimpses of Winnipeg

"Out Where the West Begins"

In a brief span of 75 years Greater Winnipeg has grown from a cluster of tents and wooden buildings boasting some 1,869 citizens, to Canada's great central city with a population of over 315,000 people! The large picture above gives but a glimpse of Eaton's store. The Company's entire Winnipeg premises occupy some 45 acres.